

CHEMIST & DRUGGIST



The newswweekly for pharmacy

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The oral Procaine combination to counter nerve and tissue degeneration in early and advancing senescence. Available in packs of 30 capsules, (one months' supply) or 150 capsules, (full five month course).

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**A poor year for
chemists: but
no gloom**

**Profit from
selling Family
Doctor booklets**

**Shampoos: a
£15m market**

**Streamlined
pharmacy's
sales boost**

**C & D reviews
Halina
cine camera**

Albucid Drops go metric 10ml

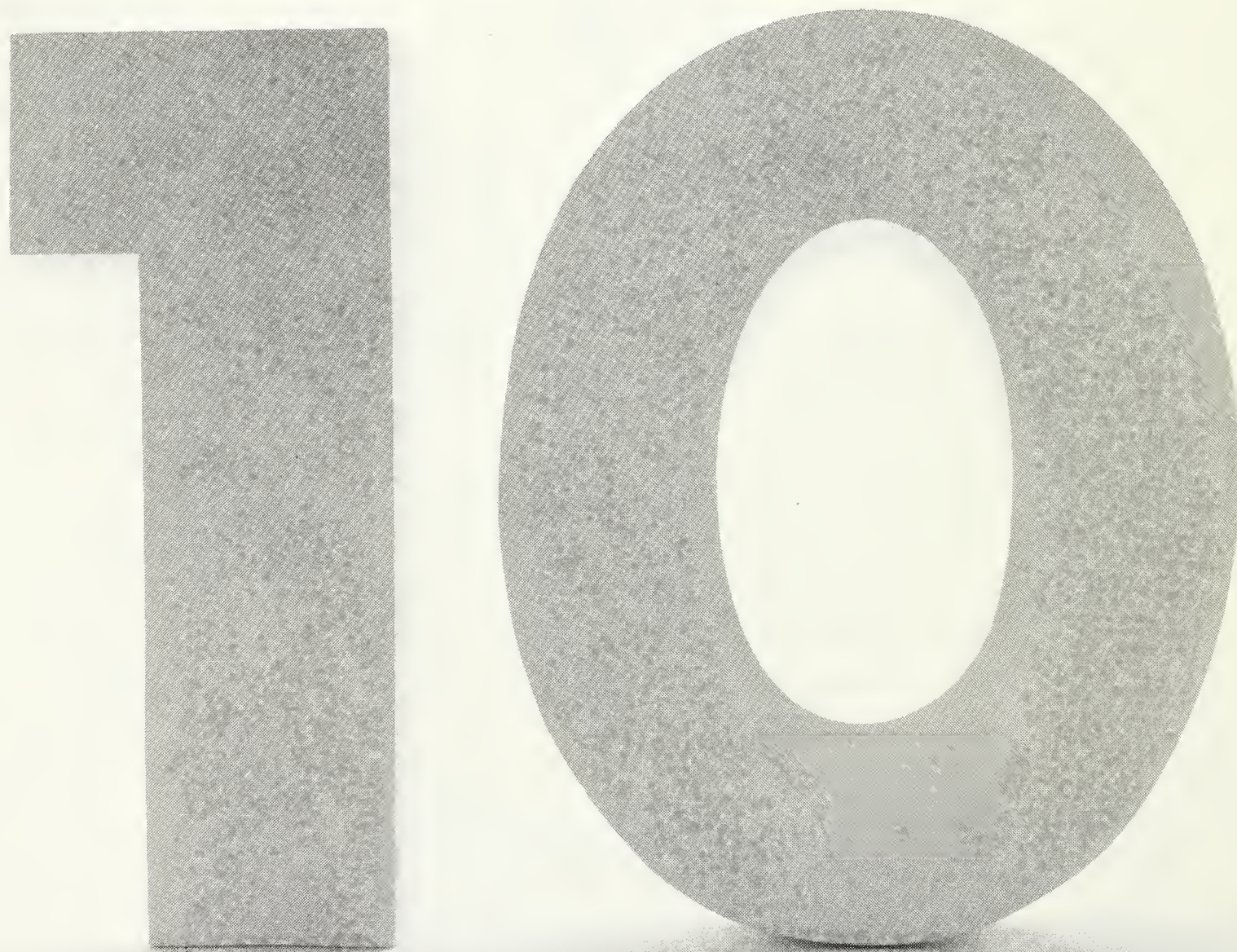
After many years in the familiar $\frac{1}{2}$ oz bottle, the Albucid range of eye drops are now available in the approved metric bottle size of 10 ml. Enquiries revealed that the conventional, sterile, amber glass dropper bottle is still preferred by the vast majority of doctors and this feature is therefore retained.

Albucid Drops 10% 20% 30% 10 ml

Albucid Ointment 2½% 6% 10% 4 g

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CHEMIST & DRUGGIST

111th year of publication Vol. 193 No. 4689

The newsweekly for pharmacy

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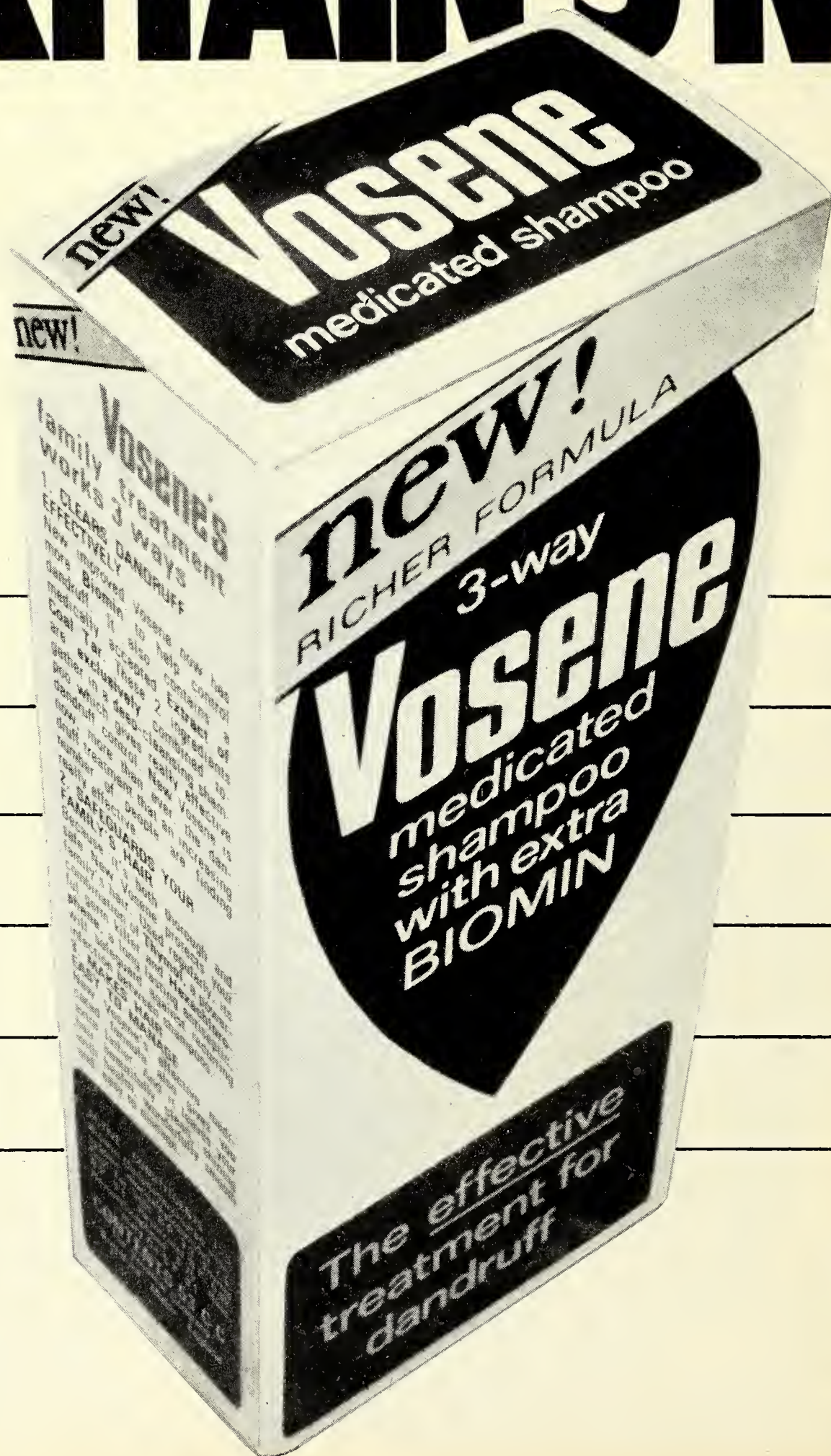
C & D 1970

On January 1, the editorial and advertisement offices of The Chemist & Druggist moved to 12 Dyott Street, London WC 1.

Our new telephone
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BRITAIN'S No



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the big market-leader in the 70's

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6 MILLION COUPONS AND 10,000 PRIZES FROM VASELINE SHAMPOO!

6 million "6d. off" coupons in T.V. Times will bring customers into your store to buy Vaseline Shampoo and enter the great "Fashion Forecast" competition in which they can win one of the 10,000 exciting prizes—Philips' Musicman transistor radios or Cutex lipsticks.

So get in first. Be ready for the

Chesebrough-Pond's salesforce when they come calling. Or hurry down to your local wholesaler and stock up with plenty of medium size competition bottles of Vaseline Shampoo. If you do it quickly you'll make a killing.

There are generous trade bonuses as well. So don't miss out. Stock up now and be ready for the competition.

Look what's coming up.

Free gladioli bulbs for your Wincarnis customers

Starting this month, every customer who buys a bottle of Wincarnis gets four superb gladioli bulbs absolutely free!

And they get them on the spot – attached to the neck of the bottle. They don't have to send labels, complete slogans or pay for postage and packing. They can plant the bulbs on the same day they buy Wincarnis.

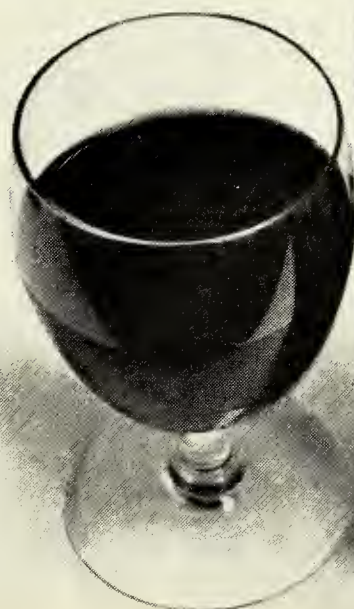
The offer goes on until stocks are exhausted, so the smart thing to do is to stock up now with as much Wincarnis (plus free bulbs) as you can take.

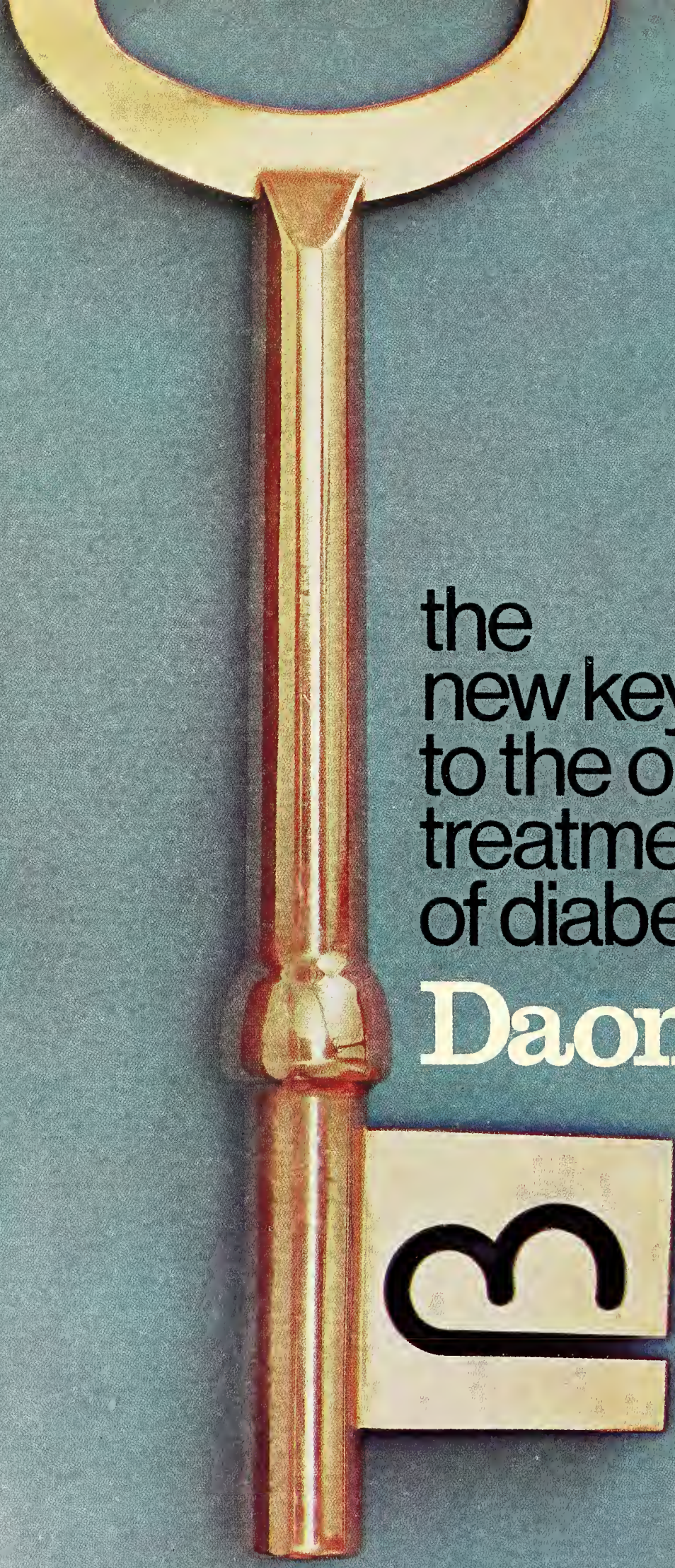
Display this unique offer and watch your sales grow.



Wincarnis

Coleman & Company Limited, Norwich and London.





the
new key
to the oral
treatment
of diabetes

Daonil[®]



- maximum efficacy
- minimum dosage
- optimum tolerance

Hoechst-world leaders in diabetes research introduce

Daonil®

(glibenclamide)

a highly effective oral antidiabetic agent

Extensive chemical and pharmacological research involving examination of over 8,000 compounds revealed one which has proved to be the most active and least toxic antidiabetic agent so far produced. Its name is DAONIL.

Maximum efficacy

The hypoglycaemic activity of DAONIL was first shown in animal experiments where a dose of only 0.28 mg/kg reduced blood sugar levels by nearly 30%. In subsequent world-wide clinical trials on over 5,000 patients DAONIL provided satisfactory control of blood sugar in 80%. Control was classified as excellent or good in 70% of cases.

Excellent	37.4%
Good	32.2%
Adequate	18.7%

A single daily dose proved sufficient.

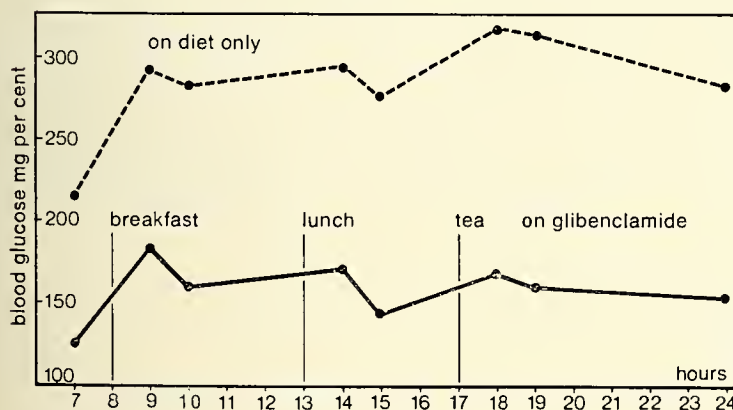
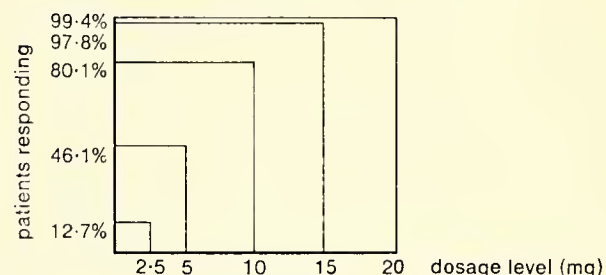


Fig 1 Blood glucose profiles throughout the day in 25 patients on diet only and then following therapy with glibenclamide at breakfast.

Thirty-six investigators compared DAONIL with chlorpropamide. Eighteen considered the two drugs to be equally effective but fourteen found DAONIL to be superior in lowering blood sugar.

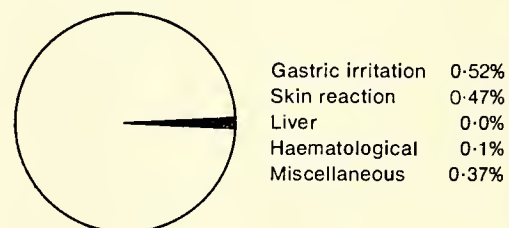
Minimum dosage

Very small amounts of DAONIL bring about the required degree of blood sugar control. Over 90% of suitable patients could be stabilised using a dosage range of 2.5–20 mg. confirming DAONIL as the most active antidiabetic agent available.



Optimum tolerance

In a chronic condition such as diabetes any treatment must be well-tolerated by the patient. In extensive clinical trials side-effects sufficiently severe to warrant withdrawal of therapy occurred in only 1.46% of patients.



Presentation:

White oblong tablets each containing 5 mg. glibenclamide, scored in the middle, one half bearing the letters LDI the other, the Hoechst insignia.

Packs and Prices:

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100 tablets	66s. 0d.	99s. 0d.
500 tablets	330s. 0d.	495s. 0d.



World leaders in
diabetes research

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'mumme-e-e'



There is now a new, effective counter prescription for the distressing symptoms of colds, hay fever, catarrh and bronchial congestion in children. The name is Secron.

Specially formulated for children, Secron contains medicants of proven therapeutic value* masked in a palatable vehicle. So (unlike nasal drops) Secron is acceptable to children. And (unlike other systemic decongestants) Secron contains no antihistamine.

Ethical packaging emphasises Secron's development in the dispensary. Retailing at 4/6d, Secron offers a profit margin comparable to most galenicals, with introductory bonus terms and parcel discounts available.

Distributed by E. C. De Witt & Co. Ltd.,
Seymour Road, London, E.10. Tel: 01-539 3334
Also available from your usual wholesaler.



**Phenylpropanolamine 7.5 mgm,
Guaiphenesin 30 mgm.
Technical Information Card on request.*

new secron
the unique counter prescription for
nasal/bronchial congestion in children

Trentham Laboratories of Nottingham



The bottle shortage: distribution is a major problem

The shortage of metric medicine bottles being experienced by many chemists during the current influenza outbreak is largely a distribution problem, *C&D* inquiries this week have revealed.

Some major wholesalers have outstanding orders for more than the available supplies—yet are themselves having difficulty in despatching orders because of staff sickness. A similar problem faces the main supplier to the wholesale trade, Beatson, Clark & Co Ltd, at their distribution warehouse.

The company say that during the current three-week period they are producing at least 30,000 gross of the six sizes of medicals—and with the plant already operating at full speed for seven days a week it is not possible to increase production further. Unfortunately, reserve stocks were depleted by a strike early in November.

One temporary solution—understood to have the approval of the Department of Health—is to use residual stocks of imperial-capacity bottles. Beatson, Clark have available 12-oz, 16-oz and 20-oz sizes. They advise pharmacists not to overorder on metrics so that distribution through wholesalers can be made as fair as possible.

Stocks in hand

One wholesaler with imperial bottles available early in the week was Martindale Samore Ltd, Salem Road, Queensway, London W2. It is suggested that many others would also have stocks.

United Glass are apparently able to issue the metric range at present. They suggest that the following suppliers should be contacted: Johnsen & Jorgensen Ltd, Herrington Road, London SE7; French Flint & Ormco Ltd, Ibex House, Minorities, London EC3; Harrison Smith (London) Ltd, 28 Dock Street, London E1.

Redfearn National Glass Ltd, York, report that they have increased production of pharmaceutical bottles by 20 per cent to meet demands. They are now producing 1,000 gross bottles daily and are able to supply most standard metric sizes from stock. They are also able to supply imperial size bottles.

Pharmacists in New Year Honours list

A number of pharmacists figure in the New Year Honours list. The CBE goes to Dr Frank Hartley, PhD, FPS, FRIC (dean of the School of Pharmacy, University of London).

OBE awards are made to John Bennett Grosset, FPS, for services to pharmacy in Edinburgh, Reginald Goode, MPS, a past-president and present member of council of the British Optical Association, and William Robert Cutler, New South Wales, for services to pharmacy in Australia.

The MBE is awarded to Douglas Scott Dodds, Christchurch, New Zealand, for services in the field of pharmacy there. A Companionship of the Imperial Service Order goes to Ernest Fawcitt, FPS, deputy chief pharmacist, Department of Health and Social Security.

Awards to non-pharmacists include a knighthood to John Todd Lewis, CBE, chairman, Birmingham Regional Hospital Board. CBEs go to Ronald George Gibson, OBE, FRCS, chairman of Council, British Medical Association and John Herbert Humphrey, MD, deputy director, National Institute for Medical Research.

OBEs are awarded to Leonard William Piggitt, export director, Charles F. Thackray Ltd, for services to export and to William Gladstone Templeman, director of Jealott's Hill Research Station, ICI. For services to export, John Lionel Day, export sales manager, Thermos Ltd, gains the MBE.

NHS costs analysis

Treatment of mental disorders occupied more of the resources of the NHS than any other disease group in 1967-68.

That fact is revealed in a recently-published analysis of costs of medical care in England and Wales. £185.4million—18.5 per cent of NHS expen-



Dr B. S. Hartley, a member of MRC's Molecular Biology Unit at Cambridge, recently received the first BDH Award in Analytical Biochemistry. The award, in the form of a gold medal and a prize of £200, was donated by BDH Chemicals Ltd. Dr Hartley is seen above (right) receiving the award from Professor G. A. D. Haslewood, chairman of the Biochemical Society.

diture that could be attributed to specific conditions — was spent on mental illness and subnormality.

The second and third most expensive groups were diseases of the circulatory system (including coronary heart disease) and diseases of the respiratory system (including bronchitis). They cost £90.6 m and £83.6m respectively. Diseases of the teeth (nearly all spent on the dental service) lie fourth at £75.1m.

Drug storage regulations

The Home Secretary is preparing regulations under section 4 of the Dangerous Drugs Act 1967 about the storage of drugs in chemists' shops.

That was reported by Mr Merlyn Rees, Home Office Under Secretary, in Parliament on December 18. He was replying to Mr A. Booth who called for action to reduce the risk of addictive drugs being stolen from chemists' shops, hospitals and doctors' surgeries.

Mr Rees stated that Mr Richard Crossman, Secretary of State for Social Services, was about to give further advice on the matter to hospitals: "The implications of the Regulations for doctors' surgeries are being studied."

Sir Arthur Harvey asked if in addition to the premises already mentioned precautions were taken on manufacturers' premises.

Mr Rees: "That will be taken into account."

'Protection when switching pills'

For full safety, other contraceptive precautions should be taken for six weeks after changing from a high-dose to a low-dose contraceptive, says the *British Medical Journal* in a leading article. The "one week" suggested by some manufacturers is claimed to be insufficient time to avoid the risk of ovulation either after the changeover or during the first medication gap.

Dealing with chlormadinone, the *Journal* maintains that pregnancy rates from British trials are considerably higher than rates quoted by the manufacturers and based on transatlantic studies.

Side effects resulting from change of "pill" are listed and the *Journal* concludes: "Some women may find that the only pill they can tolerate is one with a high-oestrogen content, and if it is essential that they should avoid pregnancy, this may still represent lesser overall risk."

Cyclamates orders

The Artificial Sweeteners in Food Regulations, 1969 (SI 1969 1817, HMSO price 1s) and the Soft Drinks (Amendment) Regulations 1969 (SI 1969 1818, HMSO price 9d) were published and put before Parliament this week.

An outline of the Regulations was given in the *C&D*, November 15, 1969, p 441.

COMPANY NEWS

Gala's 10 per cent interim

An interim dividend of 10 per cent for the year ending January 3 is being paid by Gala Cosmetic Group Ltd.

The figures continue to reflect disruption to production as a result of factory rebuilding which has been delayed by six months, although production is now adequately keeping pace with increased sales, state the directors.

Group profit before taxation for the 28 weeks ended July 18 was £125,000 and after tax, £69,000.

Cussons sales fall

A sharp fall in sales in April and May 1969 affected profits of Cussons Group Ltd in their half-year ended September 28. In the six months the profits fell to £277,000 from £419,000 in the same period of 1968.

The directors, however, expect that when the full year's figures are available they will not be significantly different from the previous year.

Crookes' Dutch link

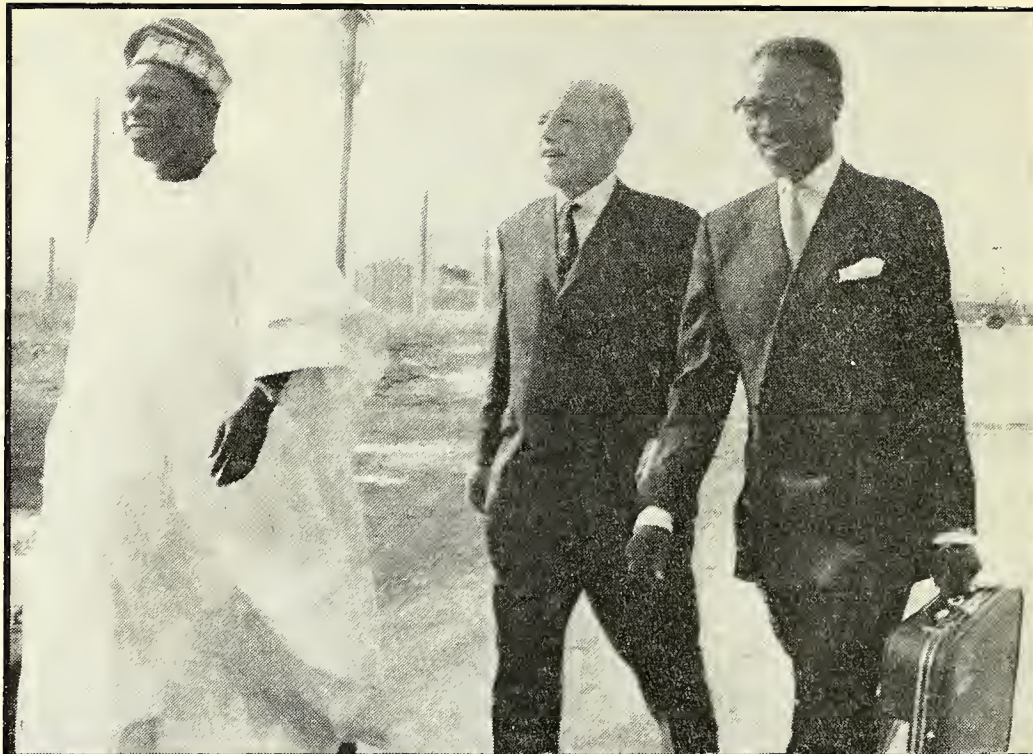
Crookes Veterinary Ltd (a subsidiary of the Guinness group) has signed a marketing agreement with Mycofarm of Delft, Holland, that will enable Crookes Veterinary to distribute five veterinary antibiotic products in the UK. The link is expected to be the first of several with overseas companies.

Mycofarm has been responsible for marketing pharmaceutical products made by Royal Netherlands Fermentation Industries Group. Three years ago its producer-parent merged with Brocades-Meppel.

Investors buy Cyclax

Following an announcement that Cyclax Ltd, one of the oldest privately-owned cosmetic companies, had been sold to private investors, its joint managing director, Gery Forsythe, said the firm "expects to expand its international distribution, with emphasis on exports from the UK for the American market."

There are no changes expected in Cyclax's UK management which consists of Mr Forsythe (grandson of the founder) and Mrs Peta M. Welsch, joint managing director with him. The new management will be headed by Peter G. Levathes, formerly vice president of the Lorillard Corporation, and John A. Treat, former vice president of Elizabeth Arden Sales Corporation, and Elizabeth Arden International.



Dr Fred Wrigley, deputy chairman, The Wellcome Foundation Ltd, is met at Ikeja airport outside Lagos by Mr Oye Oso, secretary of the Pharmaceutical Society of Nigeria and Chief A. O. Ransome-Kuti, its president, on the occasion of a visit during which Dr Wrigley presented to the Society the Foundation's gift of a president's chain of office. The visit also included a call on H.H. Oba Oyekan II, traditional king of Lagos who is a pharmacist. Dr Wrigley, himself a pharmacist (as well as a physician), also attended the opening ceremonies of the National Pharmaceutical Conference in Nigeria

Reckitt's re-organise

Reckitt & Colman Ltd's planned move to form their UK subsidiaries into divisions becomes effective on January 5. Vested in a single company, Reckitt & Colman Products Ltd, are the divisions household pharmaceutical, toiletries, food and industrial.

Chairman of the pharmaceutical division which will have its head office at Dansom Lane, Hull, is Mr K. S. Clarke and the managing director Dr Gordon Fryers.

Until there are sufficient purely chemist and hospital lines the pharmaceutical division will rely on the household division for many of its services.

Mr J. Silver, MPS, has acquired the pharmacy of Mr A. G. Fennel, MPS, 147 Holdenhurst Road, Bournemouth. Mr Fennel had been at that address for 33 years and was only the third proprietor of the business which was founded over 100 years ago. Mr Fennel's address is: 16a St Augustine's Road, Bournemouth BH2 6NX.

Ayrton, Saunders & Co Ltd have appointed Mr W. D. Massey, MPS, to their board as from January 1. Mr Massey, who becomes the overseas sales director, joined the company in April 1962, qualified in pharmacy at Manchester University in 1959. In 1967 he was appointed export sales manager and in that capacity has travelled extensively overseas on company business.

The 3m Company, due to take over Riker Laboratories on January 6, are to close down Riker's research laboratories at Welwyn Garden City by mid 1970.

Barclay & Sons Ltd are to buy J. H. Haywood Ltd, Nottingham, for about £206,000 in shares. Slater, Walker Securities Ltd, which holds 27 per cent of the Barclay equity, acted for the bidder.

Chas Zimmermann & Co Ltd, have appointed Mr J. Bulger sales representative for their pharmaceutical and fine chemicals. Mr Bulger will be responsible chiefly for Southern and South-eastern counties.

The Bayer Products Co have appointed Mr Dennis Boyles, MPS, general manager of their pharmacy service division. Mr Boyles joined the company from Boots Ltd in 1955 and became sales director himself in March 1968. Picture below.



PEOPLE

Mr P. J. Tyler, who was appointed general manager, Total Beauty Ltd, on January 1 leaves on a world tour for his company at the end of the month. Mr Tyler, previously marketing manager, returned only recently from a successful selling campaign in Europe.

Mr Beville Rose, MPS, has retired after 32 years with Glaxo Laboratories Ltd, 18 of them as Southern area sales manager. Mr Rose was chairman of the Bournemouth Branch of the Pharmaceutical Society in 1964 and at the end of his term he presented to the branch a new chain of office given by Glaxo Laboratories.

Walter R. Clarke, managing director, Rexall Drug Co is shortly to leave Rexall due to the restructuring of the company under Riker management. Mr Clarke's career with Rexall goes back over 30 years. He was appointed chief executive in 1964, after holding a number of senior positions.

Mr Clarke's address is 48 Park Lane, Sutton Bonington, Loughborough, Leics.

Deaths

Boardman: On December 17, 1969, Mr Leslie Herbert Boardman, BSc, FPS, MIMechE, 42 Carlton Road, Hale, Ches, aged 65.

Mr Boardman qualified as a chemist and druggist in 1926. He passed the pharmaceutical chemist examination in 1928 and was awarded the Pereira Medal for that year. He became an assistant lecturer at the Manchester School of Pharmacy and continued in that capacity when the school joined the University of Manchester.

Professor H. Brindle writes: Mr Boardman was an able and popular lecturer and will be remembered with affection by many students of both schools.

Dawson: Recently, Mr John William Dawson, Hambleton Avenue, Northallerton, Yorkshire. Mr Dawson qualified in 1920 and was manager of Timothy Whites & Taylors branch in the town for more than 30 years.

Harrison: Recently, Mr William Harrison, MPS, 3 Market Place, Driffeld, East Yorks, aged 73. Mr Harrison had been in business as a chemist in Driffeld for more than 40 years. He was chairman of the Driffeld magistrates' bench from 1952-1969 and his death occurred only ten days after colleagues had presented him with an inscribed silver rose bowl to mark his retirement.

Inkster: Suddenly, on December 18, 1969, Mr William Thomas Inkster, MPS, 32 High Street, Aberdour, Fife. Mr Inkster registered as a chemist and druggist in 1920 and had been in practice in Aberdour for many years.

Yeeles: On December 15, 1969, following a car accident, Mr Peter Rex Yeeles, Cross Lane House, Ticehurst, Sussex. Mr Yeeles represented Merck Sharp & Dohme in the Sussex-Kent area.

The Xrayser column

Into the seventies

Entering a new decade is conducive to a feeling of solemnity, largely of a mental nature, for apart from the change of date we are unlikely to notice any difference in the daily routine. Yet changes there have been during the ten-year period we are leaving behind, and changes there will be before we write 1980, though there is something of the inevitability of gradualness about the process.

In such manner, in past years, we made the surprising discovery that we had not dispensed tincture of digitalis for probably a full year, and the pound bottle which we had bought quarterly over the years had not been broached for at least twelve months. The shop rounds of infusions of calumba, chiratta, gentian, cinchona and quassia were only lifted down for dusting and cleaning, and it was only because a pupil of Sydenham lived on in the neighbourhood that the aromatic infusion of roses had an occasional airing.

One can only assume that the other physicians who had used it at one time had retired or taken flight to Elysian fields where they could gather foxglove with Dr Heberden. Such change was gradual, but its impact was sudden, as when one sees a face one has not seen for years and, until the sighting, has not missed.

The gradual displacement of such items as the infusions and tinctures by the current products has resulted in the banishment of the favourites of a century to heights to which they have been unaccustomed, and they look down from the ceiling in astonishment, incredulity and disdain at the present occupants, whose tenure of the allotted space is brief in the extreme. There is a jostling for position; there is overcrowding, and there is only fleeting triumph before another much-vaunted preparation takes the stage and makes the most of its bubble reputation.

Metric problems

But this is not the moment for sentimental reflections on the friends of our youth. Influenza is with us, and it pays no attention whatever to the passing of a decade, leaving its mark on both sides of the line with impartiality. And the physicians, at the behest of the manufacturers, find an ever-widening spectrum of wide-spectrum antibiotics, and a range of cough suppressants and expectorants which bring a look of intense surprise to the face of infusion of senega, looking down from outer space.

And having, in the last years of the sixties, made a dramatic change to the metric system—though again it has to be admitted that there was a century's gradual progress to that final step—we find ourselves without the 5 ml spoons we have been educating the public to use. There is a shortage in the pharmacies which could be corrected by most households in the country, did they but know.

There is also a shortage of some of the range of metric bottles, and our troubles seem to be only beginning, for claims for exemption still take up time which can ill be spared. I give what help I can, but I decline to ask, in a shop full of people, if the person signing is (a) on social security; (b) pregnant, or (c) over 65.

Owen H. Waller

A landmark at the beginning of the seventies is the departure from the editorial chair of Owen H. Waller. He achieved much in his tenure of office, and the annual special issues of past years, so greatly missed by those who had an interest in the history and romance of their calling, were a mark of his wide interests and of his large circle of friends. It is to be hoped that his new-found leisure will permit of his using his gifts for the delectation of his many friends and admirers, of whom I am one.

STREAMLINE FOR SHOP: BOOSTER FOR PROFIT

Another pharmacy modernisation has brought increased profits. Mr Stewart N. Anderson, who established his first retail pharmacy at Barking some 18 years ago, and now operates a nine-strong chain, recently bought an old-established pharmacy at Farr Avenue, Barking, which he took over in November 1968, and after nearly a year's trading, called in Counterpoint Equipment Ltd to carry out modernisation.

"From the moment we took over this pharmacy," says Mr Anderson, "turnover began to grow. It has further increased quite substantially since we modernised, though regrettably I have no directly comparable figures. However, what I can say is that this new modernised pharmacy is much easier to run. In the few months in which we operated at Barking prior to modernisation it required the equivalent of 3½ full-time assistants."

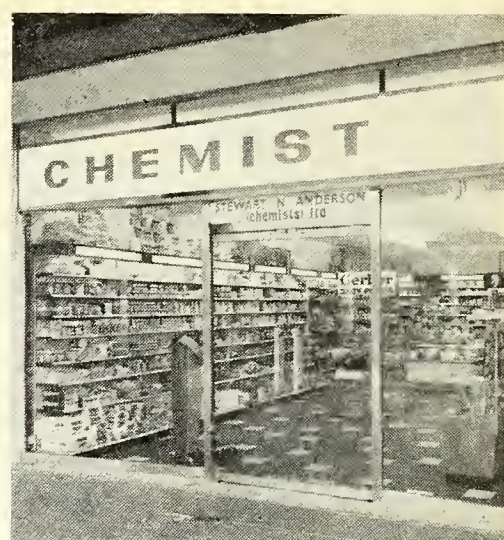
Mr Anderson adds: "We now manage easily on the equivalent of 2½ with a definitely increased turnover."

Mr Ingram, who manages the new Barking pharmacy, fully concurs in that view and adds that customers have clearly been delighted with the large self-selection baby goods section. "They definitely prefer to see what we've got in stock and then help themselves."

The pharmacy is situated near a large housing estate where there are a number of young families. Therefore the entire left-hand wall is fitted out with a run of six units all with open shelves displaying household and baby goods, including tissues, foods and nappies. At the end of the run is an "egg crate" unit for sanitary towels.

The counter at the rear where prescriptions are received is fully glazed in front and on top and is used for a surgical sundries display. Behind, on open shelving at eye level are the proprietary medicines—displayed but under control. Waist-high stock units are fitted with a selection of cupboards and drawers.

The right-hand side of the pharmacy is devoted to toiletries, part of the run of Counterpoint wall units is fitted with open shelving and the remainder with glass display cabinets. All the units have knee level stock drawers or cupboards with a broad display base above which are used to show a selection of merchandise and manufacturers' packs, dispensers and



Above left: The old shopfront of Anderson's pharmacy at Barking



Above: After modernisation: showing the see-through shopfront and illustrating the clear view of the interior obtained by passers-by

Left: A general view of the pharmacy prior to modernisation



Below: Pharmacy counter at the rear of the redesigned shop with the toiletry and cosmetics display on the right hand side

other types of point of sale material.

It is another section of the pharmacy that is "under control" with a fully-glazed internally-illuminated display counter for perfumes and similar expensive merchandise.

During the course of modernisation the pharmacy was slightly enlarged and the dispensary was also re-equipped by Counterpoint. Two walls are fitted with floor-to-ceiling shelf units and two walls are fitted with units providing a work surface, with Winchester storage and stock drawers below, and shelving units above.

The old tiled shopfront was replaced by Burns Shopfitters with a see-through silver anodised shopfront and double entrance doors. It carries a white Perspex illuminated fascia with the word "Chemists"

in blue and a carboy symbol. The whole interior of the shop is clearly visible from the street and there is, of course, no window display.

Inside, the previous high ceiling was lowered by about 3 ft and a suspended ceiling of white fibrous tiles installed, giving much better proportions to the sales area in addition to creating a more homely atmosphere in the shop making it easier for the merchandise to "speak."

Illumination is fluorescent behind Perspex diffusers, and the floor is laid with olive green lino tiles interspersed with a random arrangement of cream tiles.

The Barking modernisation is Mr Anderson's second within about a year, following the streamlining of his Stevenage pharmacy.

COMMENT COMMENT COMMENT COMMENT COMMENT

Uphill road ahead

1969 was a bad year for chemists, according to the A. C. Nielsen research organisation (p 3). Although turnover (as predicted from figures available up to October) will have risen by, perhaps, 3 per cent on the previous year, sales volume may actually have decreased—Nielsen found a 2 per cent drop in 35 product categories among independent chemists. And NHS receipts, which have increased sufficiently in recent years to compensate for poor counter sales performance, have levelled off following the re-introduction of prescription charges.

The last point is put forward by Nielsen as a warning against “having too many eggs in the shaky basket of the NHS.” On the other hand, there are cost-analysis procedures in this area that are designed to ensure that pre-determined profit levels are realised—something not available in respect of merchandise. There is, in any case, no way in which the pharmacist can change the amount of his dispensing business—once he is giving the best possible service. Attention must rather be paid to the positive aspects of attracting more counter trade and improving the profitability of that already held.

Attracting more trade means reversing a trend in the face of mounting competition—from supermarkets, from other categories of trader and from direct selling organisations, which are becoming very important in a number of product areas, particularly cosmetics.

For some, the answer may be to compete with supermarkets on their own terms—one new self-service pharmacy was seen recently with opening offers on Omo and Persil and cut-price contraceptives! We doubt, however, whether that approach will appeal to any pharmacist who did not have his sights set on shop management from the outset of his studies.

For the majority, though, the answer is to exploit to the full the advantages the pharmacy has over its High Street competitors. Greatest of those advantages is the pharmacist's high standard of education and training which make his advice both sought after and accepted.

Combined with personalised service, the advice is something for which the public is willing to pay a little extra in days when most retailers seem to regard the customer

as a necessary evil to be got in and out of the shop in the shortest possible time.

The pharmacist has a range of medicinal merchandise that he alone can sell—not only the “listed poison,” but the non-proprietary recommended medicine.

There are also many branded products not available to the supermarket that are effective because of their ingredients and not because of any “screened message.” Support for these products brings repeat business.

Away from medicinals, there are also top-quality ranges made specially for chemists, including the NPUM products. Business from the advertised lines should not be ignored, but it should be kept in perspective, as it could easily be at the mercy of a supermarket manager's whim. This week's *C&D* feature on shampoos (p 10) shows the way to make the most of advertised products without committing too much to that particular “basket.”

Control of stock and buying policy

Turning to profitability, the obvious areas for manoeuvre are stock and overheads control and buying policy. Nielsen find that more chemists are turning to cash-and-carry.

However, care must be taken not to move business away from the traditional chemists' wholesaler upon whom all depend for fast and frequent deliveries of prescription items—not to mention other goods, shelf stocks of which can be kept to a minimum while the wholesaler is there to provide the backing (another chemists' advantage).

There is a strong case, nevertheless, for wholesalers to try and meet chemists' need to buy rapid-turnover lines as cheaply as possible—perhaps by using their bulk purchasing powers to offer something approaching cash-and-carry prices.

Judging by 1969 results, 1970 is likely to provide an uphill climb for chemists. But we share the Nielsen view that the outlook need not be gloomy. “Those who combine their professional principles with modern business techniques will continue to lead the way.”

In wishing all readers a happy and prosperous New Year, the *C&D* team undertakes to continue to provide the unparalleled news and features service that will help the efficient retailer to make the most of his business—and perhaps turn last year's “low” into a new “high.”

BOOKS

One Hundred Years of Pharmacy in Canada. *Canadian Academy of the History of Pharmacy.* Faculty of Pharmacy, University of Toronto, Toronto 181, Canada. 9 x 6in. Pp 38. \$2.

When Canada was celebrating its centenary as a Dominion in 1967. Dr G. R. Paterson, as director of the Canadian Academy of the History of Pharmacy, staged a centennial symposium to focus attention upon 100 years of pharmacy, with special emphasis upon Canada. The papers presented at that symposium form the text of

this booklet. They are: *Pharmaceutical Education 1867-1967*, by Professor Glenn Sunnedeker; *One Hundred Years of Organised Pharmacy* by Dr Ernst W. Stieb and *One Hundred Years of Pharmacy Legislation* by Dr D. R. Kennedy.

How to promote Your Retail Pharmacy. *The National Association of Retail Druggists.* 1 East-Wacker Drive, Chicago, USA. 9½ x 6¼in. Pp xvii + 108. \$5.

Publicity, as distinct from advertising, is free, but is often hard to get. One of the best ways to obtain it, and so increase one's business, suggested by this American book is to submit news items to the local newspapers.

How to go about this is discussed for the uninitiated and suggestions of topics, for example personnel, long service, notable anniversaries, are made. Other ideas include taking part in civic affairs and giving addresses to such organisations as the chamber of trade, Rotary club, etc.

Although a number of suggestions made could not be entertained by British pharmacists because of the Pharmaceutical Society's code of ethics, the others are sufficient to make the book well worth reading.

Press officers of the Society's branches experiencing difficulty in getting their stories published may also find clues for success in the text.

PROFESSIONAL NEWS

Pharmaceutical Society
of Great Britain

Pharmacists and doctors 'in association'

At the end of a three-day hearing, The Statutory Committee admonished a superintendent pharmacist for allowing a Part I poison to be sold when not properly labelled with the name and address of the seller, but adjourned an inquiry to consider the decision in respect of Collegiate Chemists Ltd, 3 Paton Street, Manchester 1, concerning allegations of a business association between the pharmacy and a group of doctors practising from premises known as The Collegiate Medical Centre.

The Council of the Pharmaceutical Society had complained, alleging that Mr J. D. Lerner, the superintendent pharmacist, who was also a director of the company, might have been guilty of such conduct as would render him unfit to be on the Register of Pharmaceutical Chemists in that since December 16, 1968, he had carried on the business of the company either knowing that there had been and still was a business association between the company and a group of four doctors in such a manner as to lead patients and members of the public reasonably to believe that the company had a business association with the doctors.

The Committee was also informed that the company had been fined £10 and ordered to pay £10 costs at Manchester City magistrates' court on July 23, 1969, for the illegal sale of codeine tablets in a container not properly labelled.

Mr Arthur Bagnall, QC, and Mr R. A. Morritt appeared to place the facts before the Committee. Mr Lerner was present and was represented by Mr J. Hugill, counsel instructed by Nigel Copeland, Glickman & Co, solicitors.

The partnership

Collegiate Chemists Ltd was represented by Mr J. Peppitt, counsel instructed by David Blank, Alexander, & Co, solicitors.

Mr Bagnall explained that the Collegiate Medical Centre consisted of five doctors in partnership. There were also on the premises an optician and a dentist. The Collegiate Chemists Ltd occupied a ground floor room. There were common washing and lavatory facilities at the rear of the premises, so that there was inter-connection between the staff parts.

The directors of Collegiate Chemists Ltd were Mr Lerner, Mrs Frances Scolah and Diane Engler.

The story began, said Mr Bagnall, in 1967 when Dr Hode senior approached two pharmacists with regard to them opening a dispensary in the common premises. The pharmacists, Mr Black and Mr Goldstone, were anxious that they should not offend against the code of professional conduct of their profession and were told that there would be no problem since the property belonged to the doctors' wives.

Mr Black later approached the Society, asking for its reaction to the ethical question—"apparently quite hypothetically"—concerning the leasing of premises by

"some doctors about to open a group clinic": and would the position be different if one of the doctor's wives took over the building and then leased the department?

He was told that any of the hypothetical arrangements would conflict with both pharmaceutical and medical ethics.

Mr Goldstone wrote to the Society in February 1968 indicating he had received an option to lease a portion of a building, the legal ownership of which had been vested in the names of four doctors' wives.

He said: "Incidentally, the rental asked is exorbitant, and is at least five or six times its normal market value. If I took up the option offered, would permission be given to open a chemist's shop under these circumstances, pleading public need and demand as special circumstances, or would such permission be withheld as coming under 'unethical practices'?"

"If I am advised that such a tenancy would be regarded as unethical, and that I should not exercise my option, can I be assured that any other application to open a dispensary and or chemist's shop in any part of these premises would be similarly refused?"

The Society, in its reply, drew attention to the Statement on Matters of Professional Conduct and later Mr Dale, chief inspector, and Mr Littler, local inspector, visited both Mr Black and Mr Goldstone and explained the paragraph concerning doctor/pharmacist relations.

They advised that from the general appearance of the premises, the over-the-market-value rent and the fact that the premises were only supposed to be used for a dispensary, there would be a conflict with professional standards.

Later, Mr Goldstone wrote to the Society asking for assurances that any similar application for registration of the premises would be refused. The reply was that registration could not be refused but the pharmacist would be criticised.

Mr Bagnall then described later events when Mr Scolah told Mr Dale during a telephone conversation of an offer of a lease for the premises from a firm of estate agents.

Leases had been prepared transferring the premises from the doctors' wives to a company, Paughton Ltd, and then from that company to the respondent company.

Mr Scolah confirmed in a letter that he had been asked if he was interested in the

tenancy by Messrs John Battersby & Son, 55 Brown Street, Manchester 2, estate agents acting for Paughton Ltd.

Mr Bagnall explained to the Committee that the Society's complaint was based upon the succession of leases and the high rent demanded.

He said the Committee had to decide whether the doctors had a financial interest in the property of the chemist and whether the chemists had a financial interest in the property of the doctors.

During the second day's hearing, Mr Peppitt said he made four submissions to the Committee. The first was that there was no business relationship between the doctors and the pharmacists. There was no seeming business relationship between them; no question of any members of the public reasonably believing that such relationship existed.

In his final speech, Mr Peppitt said the pharmacy was now serving "and serving well, a large number of people. "I invite the Committee to say quite simply that this is a good idea; it is a worthwhile idea which has been conceived in great sincerity by one of the doctor partners and brought into being by him and the whole project as it stands is something which is worth protecting and worth keeping in existence."

Unlawful sale

The Committee proceeded to an inquiry into the case concerning Richards & Curtis (Dispensing Chemists) Ltd, whose registered office is 5A Walm Lane, London, NW2, and Mr Bruce Arthur Orman, MPS, the company's superintendent pharmacist.

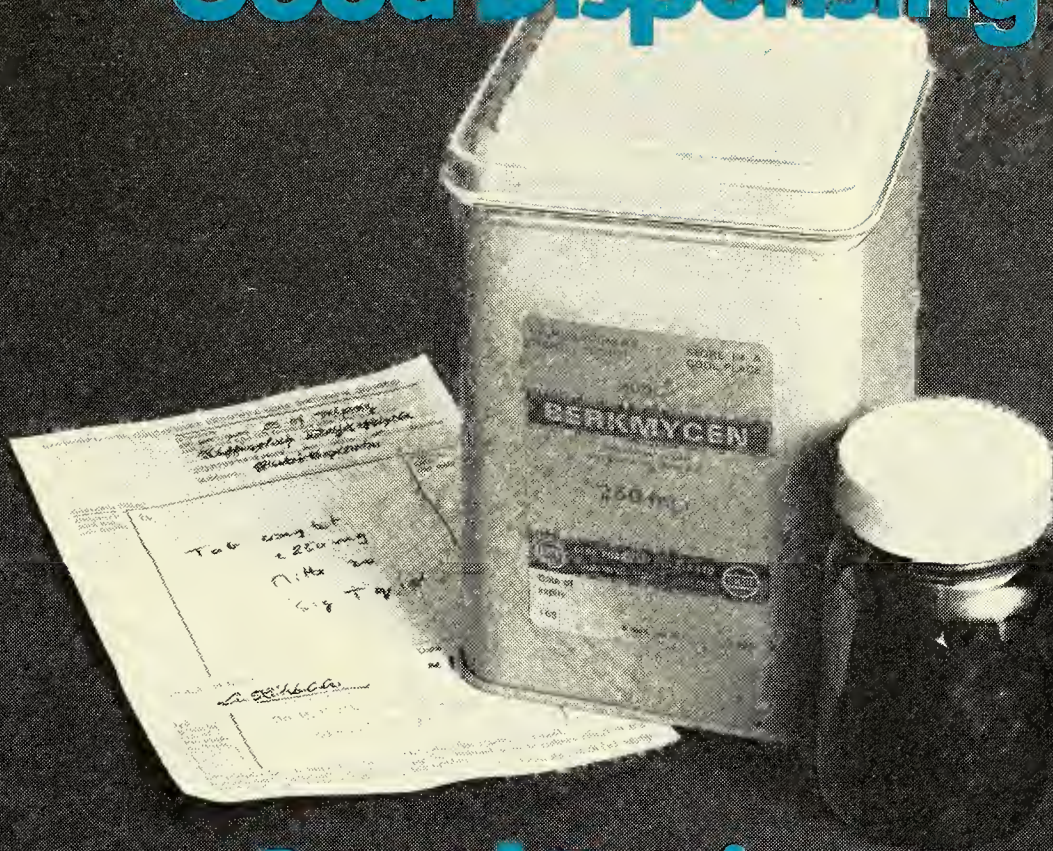
The company had been convicted on June 26, 1969, at Marylebone magistrates' court, of three offences concerning the unlawful sale of codeine phosphate in Codis tablets. The sale had been made not by or under the supervision of a pharmacist, in a container not labelled in the prescribed manner, and while the company did not comply with the requirements for being an authorised seller of poisons as laid down in Section 9 of the Pharmacy and Poisons Act, 1933. The company was fined a total of £40 and ordered to pay £8 8s. costs. Mr Orman was present and was represented by Mr A. Simmons, counsel instructed by Uziel and Co, solicitors.

Mr P. St John Howe, solicitor, placed the facts before the Committee. Mr Norris, Society's inspector, told the Committee that he had made the purchases at 10.10 am on March 3, 1969, before the pharmacist, a Mr Attenborough, had arrived.

Mr Orman said the pharmacy was no longer under the company's control. He had not found Mr Attenborough to be absent when he had visited the premises. However, during cross-examination, he agreed that Mr Attenborough was "about 80" and not very active.

Giving the Committee's decision, Sir Benjamin Ormerod, the chairman, said the superintendent pharmacist should be admonished. "Although he may not have been in full possession of all the facts at the time, there is no doubt that vicariously he was responsible."

Good Dispensing



Good Business

Both by professional and business standards BERK Economy Brands are the best choice for "open" prescriptions.

All are made with the same care as the specialities upon which our reputation is firmly based, yet prices are remarkably low.

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Approved Name	Berk Brand Name	Presentation	Packs
Bendrofluazide	BERKOZIDE ®	Tabs 2.5 mg & 5 mg	100 & 1000
Erythromycin	ERYCEN *	Tabs 250 mg	100 & 500
Imipramine	BERKOMINE ®	Tabs 10 mg Tabs 25 mg	250 & 1000 200 & 1000
Nitrofurantoin	BERKFURIN ®	Tabs 50 mg & 100 mg	100 & 1000
Oxytetracycline	BERKMYCEN ®	Tabs & Caps 250 mg Syrup 125 mg/5 ml	100 & 1000 500 ml
Penicillin V	ECONOPEN ® V	Tabs 125 mg & 250 mg	100 & 500
Phenylbutazone	FLEXAZONE ®	Tabs 100 mg Tabs 200 mg	250 & 1000 250
Quinidine sulphate	AURIQUIN *	Tabs 200 mg & 300 mg	100 & 500
Tetracycline	TETRACHEL *	Tabs 250 mg Caps 250 mg Syrup 125 mg/ml	100 & 1000 100 & 500 500 ml



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J.3043



SHAMPOOS:

by A. F. L. Deeson MA PhD DSc

Shampoos represent a £15 million market: admittedly a more or less static one in volume terms, but £15 million nonetheless. And nobody in his right mind is going to ignore the possibility of getting a fair share of it.

The chemist is in a much stronger position to profit from the market than might appear at first sight—particularly when you remember that it is a very competitive field from the manufacturers' viewpoint, and that they are going all out for retailers' business.

How then, can the chemist best score off his rivals, the grocers, the supermarkets and multiples? Basically, by using flexibility, astute buying and exploiting manufacturers' promotions.

But before going on to specific ways in which he can employ those tools, let us take a look at the market situation as it is today: and the picture is that chemists have recently been losing ground to their competitors. For example, Beecham's estimate that chemists held 40-45 per cent of the market in 1968 as against 50-55 per cent in 1960. The latest Nielsen figures are slightly less favourable—60 per cent grocers and supermarkets; 40 per cent chemists.

These percentages are based on retail selling prices: in unitary terms the situation looks even less happy, with only 33 per cent to chemists. Some manufacturers are rather more optimistic. One gives 60 per cent to chemists and 40 per cent to the rest.

The Marketing Manual of the United Kingdom 1969 makes this comment: "Chemists no doubt continue to enjoy a majority of the shampoo turnover but grocers are now very important, and in volume terms are probably gaining quite rapidly. Variety stores (eg, Woolworths) also important. Direct selling agents (eg, Avon) not yet of great importance—certainly nowhere near as important as in cosmetics."

To establish if—and why—the chemists are missing out we asked a number of leading manufacturers for their views. So that they would speak frankly they were guaranteed anonymity. Here is what they said.

"Chemists must learn to be more aggressive in buying and selling toiletries. Very often a manufacturer will decide to skip chemists altogether in a national promotion scheme because so much wasted work has to be put in by reps trying to persuade chemists that it would be a good idea.

"On the other hand, some manufacturers do special chemist promotions, which usually take the form of a counter display backed by TV, women's magazines and press advertising. The

Corrections and additions to
December Quarterly Price List

WEEKLY PRICE CHANGES AND NEW PRODUCT ADDITIONS

Trade prices are given per dozen. Bold upright figures (2 9) in the retail column indicate the price is subject to retail price maintenance. Italic figures (2 9) is manufacturers recommended price. Light upright figures (2 9) is a suggested guide.

A=Price Advanced. R=Price Reduced. ●=New entry. D=Delete. C=Correction. I=Insert.

	Trade	Tax	Retail		Trade	Tax	Retail		Trade	Tax	Retail
10 Day (705 Kirby)				Astral (509 Gibbs)				Breze (607 Hillston)			
slimmer treatment	42 0	15 5	6 7	cream family	43 5	23 11	7 0	sheep wash	1gal	13 6ea	18 0
Achromycin (746 Lederle) TS				hp.	99 3	54 7	16 0	5gal	52 6ea	70 0	
ointment 3% 25g	3 0ea	—	4 6	Atkinson & Barker's (88 R8&S)			D	golden	1gal	18 0ea	24 0
1/2oz & 1oz	—	—	D	Atkinson & Barker's (1418 Strenol)			I	5gal	71 3ea	95 0	
Agarol (1310 WVW)				infants preservative	16 2	5 11	2 6	Brocillin (1393 BRL)TS			
170ml	27 3	10 0	4 0	Atlas (1233 Thorn)			I	capsules 250mg			D
500ml	64 10	23 9	9 5	photographic lamps				Brontussin (1097 Sandersons)			
2 1/2l	18 6ea	—	24 8	P1/1	—	—	3 2	cough suppressant 3oz	33 0	—	4 0
6oz, 14oz & 80oz	—	—	D	P1/2	—	—	7 10	6oz	57 0	—	7 0
Agfa (16 A GL)				P1/6	—	—	14 8	Buttercup (430 Eucryl)			
films black & white				P1/8	—	—	77 9	syrup	29 10	10 11	4 3
Agapan 1000				P1/9	—	—	61 11		40 0	14 8	5 9
35mm 36exp.	—	—	13 6	P1/11	—	—	93 5	Caffexen (211 Butler)			D
Agricare (969 Pfizer) existing entry			D	P1/12	—	—	72 6	6oz			D
Agricare (969 Pfizer)				P1/13	—	—	52 2	Calamep (705 Kirby)			
Agricidin 1/2 gal	39 7ea	—	49 1	P1/15	—	—	82 6	Cantil (824 MCP)			
2 1/2 gal	190 9ea	—	236 3	P2/1	—	—	22 10	tablets			
Agriclen aerosol 6oz	9 5ea	—	12 6	P2/4	—	—	18 2	with phenobarbitone			
Agrimark aerosol 6oz	7 6ea	—	10 0	P2/5	—	—	18 2	†S154A	50	19 10ea	7 3ea 37 0
Agrimin bullets				P2/6	—	—	61 11	Caprosem (747 Leo)			D
cattle 10	72 3ea	—	85 0	P2/7	—	—	103 4	Cardinelli (226 C8P)			
sheep 20	59 6ea	—	70 0	P2/8	—	—	93 5	eyelashes			
Dexavin 100ml	56 0ea	—	84 0	P2/10	—	—	101 10	sub spiky underlashes	68 0	37 3	12 0
Paslam 50ml	7 0ea	—	10 6	P2/12	—	—	103 4	Ce-K-Sal (930 P & B)			D
pig and poultry wormer				Aureomycin (746 Lederle) TS				Centyl (747 Leo)			
sachet 48	81 10ea	—	106 0	ointment 3% 25g	3 0ea	—	4 6	injection			D
Seviam 100ml	20 0ea	—	30 0	1/2oz & 1oz	—	—	D	tablets 2.5mg	25	—	—
Seviam P 100ml	34 0ea	—	51 0	Bandbox (67 Ashe)			D	tablets 5mg	25	—	—
Albucid (187 85)†s48				brilliantine 2oz			D	tablets with reserpine	—	—	D
eye drops 10% 10ml	48 0	—	6 0	shampoo almond oil			D	Ceporex (S18 Glaxo) TS			
20% 10ml	49 0	—	6 2	1oz & 3oz			D	capsules 250mg	20	75 0ea	112 6
30% 10ml	52 0	—	6 6	wave set small			D	500mg	20	147 6ea	221 3
old packs	—	—	D	Barbidex (894 Nicholas)			D	syrup 250mg/5ml 100ml	75 0ea	—	112 6
Aldis (1027 Rank)			I	Beedi Bands (1369 RMC)			I	Cerumol (718 LAB)†			
cine cameras				hair decoration				eardrops approx 11ml	36 0	—	4 0
815	—	—	1199 0	medium	—	—	3 11	55ml	77 0	—	8 7
816	—	—	1399 0	large	—	—	4 6	2oz	—	—	D
slide projectors				stretch Alice				Charco-lax (698 Keswick)			
Trulite 180 with 10cm			413 9	3-row	—	—	9 11	tablets	74 0	27 0	12 0
lens	—	—		5-row	—	—	16 11	41 0	15 0	6 6	D
2000 semi-auto with				Bellair (109 BCL)				Cheroline (1329 White)	20 0	7 4	3 0
8.5cm lens	—	—	550 0	deodorant "all day"				Chloresium (67 Ashe)			D
10cm lens	—	—	600 0	aerosol 80g	23 0	12 8	4 3	ointment 1oz			
2000 automatic with				spray 75cc	15 3	8 3	2 9	Chloromycetin (938 PD) TS			
10cm lens	—	—	833 0	hair spray aerosol 80g	19 0	10 6	3 6	palmitate suspension			
2000 auto de luxe with				205g	32 0	17 7	6 0	100ml	10 6ea	—	15 9
10cm lens	—	—	953 0	Pink Rose				60ml	—	—	D
Mini with 5cm lens	—	—	520 11	bath cubes	2 7	1 5	6	Citanest (68 Astra)			
8.5cm lens	—	—	479 6	talcum 80g	13 6	7 5	2 6	with adrenaline 1-200,000			D
slide projector Q.I.12	—	—	499 6	Bemax (103 Beecham)				1.5% 20ml 5 & 50ml			
electronic flash gun	—	—	199 0	10oz	35 11	—	3 9	Clinitrin (518 Glaxo) TS			
Trulite 300	—	—	—	20oz	33 2	—	6 11	tablets 100	30 0	—	45 0
Q. I.50	—	—	—	(1/2 doz)	—	—	D	Clique (67 Ashe) perfume			D
1000 semi auto	—	—	—	Beplete (1352 Wyeth) †s4A				Co-caps (275 Co-C)			
Alloy (430 Eucryl)			D	elixir 150ml	54 0	—	6 0	methyl dopa 250mg 100	34 0ea	—	—
Altlev (1176 Squibb)†s4B				4oz	—	—	D	imipramine 25mg†s4B 250 42	0ea	—	—
tablets 10mg	100	8ea	16 0	Bethanid (218 Calmic)				Colofac (1539 Duphar)			D
500	47 0ea	—	70 6	capsules 100	13 4ea	—	20 0	tablets 50mg	—	—	
25mg	100	21 4ea	32 0	B.F.I. (837 MSD)				Coloplast (1364 HMS)			
500	94 0ea	—	141 0	powder 15g	34 0	12 0	5 3	colostomy bags			
Amplex (67 Ashe)				1 1/2oz	—	—	D	8x5	10	5 4ea	—
tablets clinical 1000			D	Bidormal (34 A & H)				8x5 1/2	10	6 6ea	—
Anaderm (705 Kirby)				Bio (1400 PBI)				10x6 1/2	10	9 6ea	—
pile ointment	19 0	6 11	3 0	2oz	1 2ea	—	1 9	12x4	10	6 6ea	—
Anadin (655 ICC)				16oz	3 0ea	—	4 6	12x5	10	7 6ea	—
tablets	8	9 5	3 6	1qt	6 4ea	—	9 6	extra range			
Ananase (1080 Rorer)				1gal	19 0ea	—	28 6	8x5	10	9 0ea	—
(distributors 324 Crookes)				5gal	—	—	D	8x5 1/2	10	10 0ea	—
tablets 500	240 0ea	88 0ea	—	compost maker				10x6 1/2	10	13 0ea	—
Andrews (976 P5 & T)				Bioglan-M/Q (127 Bioglan) †s4B				Coltapaste (1155 5 & N)			
liver salt 8oz	39 8	13 3	5 3	tablets 6	24 0	—	3 0	zinc and coal tar bandage 3 1/2 x 6 yd	37 0	—	4 4
diabetic 8oz	41 8	14 0	5 7	50 & 100	—	—	D				
Anodesyn (137 Boots)				Bisma Calna (211 Butler)							
suppositories 12	28 0	—	3 6	cream 500ml	60 0	—	7 6				
72	11 8ea	—	17 6	2l	17 6ea	—	26 3				
Arbrex (1400 P81)				Bisks (1530 Fisons)							
pruning compound 1/2pt	3 4ea	—	5 0	chocolate biscuits	17 3	3 10	2 2				
				Boltac (1400 PBI)							
				medium	2 4ea	—	3 6				
				small	—	—	D				

the most versatile digitalis glycoside

LANOXIN brand DIGOXIN

TABLETS • SOLUTION • INJECTION • PÆDIATRIC ELIXIR
BURROUGHS WELLCOME & CO. (The Wellcome Foundation Ltd.) DARTFORD, KENT.



	Trade	Tax	Retail		Trade	Tax	Retail		Trade	Tax	Retail
Coopers (293 FC)				D	Elation (385 DG)				Fortodyl (54 Antigen)		
Coopers (200 B & P)				I	roulette perfume	56 0	31 0	9 11	Gala (876 MP)		
diabetic products					Ellimans (414 Ellimans)				Barely There IGB8	54 4	29 11
dessert fruit tins 8oz	22 4	—	2 4		(distributors 104 BP)				Colour Up IGD8	97 7	53 8
jellies 7oz	29 7	—	3 1		royal embrocation 4oz	29 0	10 8	4 0	eyebrow pencil king size IGE8	21 6	11 10
marmalades 7oz	26 5	—	2 9		universal embrocation 2½oz	21 9	8 0	3 0	Face Up IGD6	97 7	53 8
preserves 7oz	29 7	—	3 1		4oz	29 0	10 8	4 0	nail colour "Little Gem"	IGA1	20 11
15oz	45 7	—	4 9		Emko (506 Gerhardt)				remover IGB7	28 0	15 5
15oz	51 2	—	5 4		vaginal foam refill 45g	11 8ea	—	15 6	Shape Up IGD7	97 7	53 8
Correcto (1333WL)					90g	21 0ea	—	28 6	Shine Up IGD9	97 7	53 8
tablets 25	25 6	9 4	3 9		Endevac BT (696 Pfizer)				talcum shaker IGD7	35 0	19 3
Cortacream (1155 S & N)T5					vaccine (vet.) 50ml	52 7ea	—	61 10	toning lotion IG48	51 4	28 3
bandage 3½ × 1yd	85 1	—	9 11		250ml	247 4ea	—	291 0	cuticle cream	—	—
3½ × 2yd	103 11	—	12 1		Endrine (1352 Wyeth)				cuticle remover	—	—
Crolax (324 Crookes)				D	refill 100ml	54 0	20 0	7 8	duo shapers	—	—
Curicones (67 Ashe)				D	3oz	—	—	—	face makers	—	—
Cussons (338 Cussons)					25ml	21 0	8 0	3 0	liquid shadow & brush	—	—
cold cream soap					1oz	—	—	—	maxima cleanser creme	—	—
toilet 2518	10 7	3 9½	1 5		Energol (67 Ashe)				trio	—	—
bath 2400	16 11	6 0½	2 3		Erythroped (2 Abbott)T5				nail treatment	—	—
Imperial Leather					pro. infans. granules				liquid velvet	—	—
soap toilet 10 7	3 9½	1 5			for suspension to make	100ml	7 0ea	10 6	velvet finish	—	—
bath 16 11	6 0½	2 3			Estrovis (1310 WW)ts4B				velvet finisher	—	—
giant 24 5	8 8½	3 3			tablets 2	135 0	—	20 3	velvet highlighter	—	—
Cygnat (705 Kirby)				I	Ethobral (1352 Wyeth)				velvet shapers	—	—
iron and yeast tablets					tablets 100	7 9ea	—	10 4	velvet bloom IGO1	—	—
80	26 0	9 6	4 1		20 & 250	—	—	—	nail colour gold standard	—	—
Daisy (430 Eucryl)				D	Ethyl chloride (115 Bengue) existing entry				"Big Gem"	—	—
powders all sizes				D	Ethyl chloride (115 Bengue)				remover IG26	—	—
tablets 130 size				I	local 30ml	74 0	—	8 3	natural bloom	—	—
Dalacin C (1263 Upjohn)Ts					refill 50ml	51 0	—	5 8	Gelusil (1310 WW)		
capsules 75mg					refill 100ml	56 0	—	6 3	suspension 170ml	36 0	13 2
16	15 0ea	—	—		refill 100ml	120 0	—	13 5	500ml	84 0	—
100	90 0ea	—	—		refill 100ml	97 0	—	10 10	6oz & 24oz	—	—
500	444 6ea	—	—		general 50ml	79 0	—	8 10	Genasprin (1530 Fisons)		
150mg	16 28 0ea	—	—		refill 100ml	56 0	—	6 3	tablets 500		
100	168 0ea	—	—		refill 100ml	120 0	—	13 5	Git-Sticks (67 Ashe)		
500	830 0ea	—	—		Euvitol (34 A & H)				Golden Babe (761 Lilia-White)		
Dalivits (705 Kirby)					tablets 250	—	—	—	disposable nappy liners		
tablets 15	26 0	—	3 3		elixir 2l	—	—	—	Guerlain (548 Guerlain)		
Daonil (614 Hoechst)					150ml	—	—	—	eye shadow stick refill	—	14 6
tablets 100	66 0ea	24 2ea	123 2		Eve Taylor (1214 ETBP)				rouge compact	—	64 6
500	330 0ea	121 0ea	616 0		body balm 4oz	—	—	17 6	for men		
Davenol (1352 Wyeth) ts7DDI					8oz	—	—	28 0	Habit Rouge		
linctus 150ml	54 0	—	6 0		12oz	—	—	35 0	after shave travel		
4oz	—	—	—	D	cucumber cleansing				flask	—	42 0
Delfoam (607 Hilston)					lotion 4oz	—	—	19 6	deodorant spray	—	40 0
cattle soap 10lb	13 0ea	—	19 6		8oz	—	—	32 6	eau de Cologne	—	63 0
½cwt	56 8ea	—	85 0		4oz	—	—	19 6	bottle	—	52 6
Delta-Cortelan (518 Glaxo)				D	8oz	—	—	32 6	travel spray	—	52 6
tablets 1mg					facial cleansing brush	—	—	9 9	dry spray	—	39 6
Detecto (746 Lederle) T5					4oz	—	—	15 0	travel flacon 3½oz	—	63 0
tablets 300mg 100	43 0ea	—	64 6		facial wash 8oz	—	—	25 0	7oz	—	37 10
Dextrosol (200 B & P)					12oz	—	—	30 0	hair spray	—	14 9
tablets double	55 2	—	1 11		morning mask 1oz	—	—	23 0	shave cream lather	—	14 9
(3doz)					2oz	—	—	40 0	brushless	—	27 6
D. F. P. (147 Boots)				D	skin tonic 4oz	—	—	18 6	soap toilet (3)	—	48 6
Dibistin (262 CIBA)					8oz	—	—	31 0	bath (3)	—	—
cream 30g	28 0	—	3 6	I	Eylure (443 Eylure)				Hush (549 Guest)		
1oz	—	—	—	D	eyelashes existing entry				baby soothing syrup	19 8	—
Draza (96 BC)					eyelashes				Happy Feet (1383 MFCC) existing entry		
slug killer 32 0	—	—	4 0		spikey, spikey wings	103 6	56 11	17 6	Happy Feet (1383 MFCC)		
Dr. Best (62 A & C)					natural daytime, mini	91 2	50 4	17 11	exercise sandals		
toothbrushes					lash				Betty	19 10ea	—
bristle	—	—	5 0		medium close, natural	91 2	50 4	20 0	Carmen	39 10ea	—
fibres	—	—	4 3		fur				Nature Girl flat	26 4ea	—
dental	—	—	6 0		ready trimmed close, coquette, classic				mid heel	27 8ea	—
Duoderm (705 Kirby)				D	sweep, almond eye, standard close	103 6	56 11	20 0	high heel	29 8ea	—
Elastocrepe (1155 S & N)					ready trimmed sable, sable tone, double				Savanto flat child's	12 7ea	—
cotton crepe bandage					outer fringe, sophis-				adult's	13 3ea	—
2½ × 5yd stretched					ticate	103 6	56 11	23 0	raised heel	17 3ea	—
3025	30 7	—	3 7		mannequin	115 0	63 3	23 0	spare straps	4 7ea	8ea
3 × 5yd	3003	36 8	4 3		ready trimmed sable				50l Luxury flat child's	15 0ea	—
× 5yd	3004	47 10	5 7		style	115 0	63 3	25 7	raised heel ladies'	20 0ea	—
Elastoplast (1155 S & N)					heavy AAA, sable				fashion sandal	33 3ea	—
airstrip 7920	16 3	—	1 11		style	150 0	82 6	25 7	Tracy	19 10ea	—
7921	25 5	—	3 0		jewelled natural fur, ready trimmed sable				exercise sandalettes		
7922	36 8	—	4 4		style, sable tone, golden sable, silver-line sable				Capri child's, ladies, men's		
wallet 7970	10 7	—	1 3		Miss Eylure first flutter, underlash, half measures, ups 'n downs, moon-rakers, fluffies, bobby dazzlers				7-11	15 0ea	—
dressing strips					brush on make-up set	135 0	74 0	23 6	2-5	15 6ea	—
1½ × 1yd	4015	22 7	2 8		face maker kit	135 0	74 0	23 6	6-8	15 6ea	2 1ea
2½ × 1yd	4025	31 0	3 8		Femetra (774 LR)				9-11	16 6ea	2 2ea
3 × 1yd	4003	36 0	4 3		Finifume (705 Kirby)					60 0ea	7 10ea
first aid dressings					anti-smoking tablets					49 4ea	6 5ea
4120	16 3	—	1 11		30	30 0	11 0	4 8		23 10ea	—
4121	25 5	—	3 0		family linctus 100ml	26 0	9 6	4 1		26 7ea	—
4122	36 8	—	4 4		old pack	—	—	—		37 0ea	4 10ea
4123	10 7	—	1 3		Folite (385 DG)					49 4ea	6 5ea
wallet 4150	10 7	—	1 3		roulette perfume	56 0	31 0	9 11		43 2ea	5 8ea
invisible 8121	25 5	—	3 0								
ventilated/washable											
9120	16 3	—	1 11								
9121	25 5	—	3 0								
waterproof											
7120	16 3	—	1 11								
7121	25 5	—	3 0								
4165	5 8	—	8								
first aid strip											
plaster BPC											
1in × 1yd	1111	12 11	1 6								
2in × 1yd	1212	19 4	2 3								
1in × 3yd	1001	25 9	3 0								
plastic strapping water proof											
1in × 1yd	7011	10 0	1 2								
1in × 3yd	7001	17 3	2 0								
2in × 3yd	7002	25 9	3 0								
Elastoweb (1155 S & N)											
stretched 3 × 6/7yd	3603	139 8	16 4								

	Trade	Tax	Retail		Trade	Tax	Retail		Trade	Tax	Retail
mens	50 8ea	—	73 6	Lactol (67 Ashe)	19 3	4 1	2 5	Minilyn (917 Organon) †s4B	4 0ea	—	6 0
Aurora	33 3ea	—	49 11	drops small	—	—	—	tablets	22	—	—
Brigita	42 0ea	—	63 0	biscuits 4lb	—	—	—	Monogram (85 ME)	—	—	—
Georgina	42 0ea	—	63 0	L'Air du Temps (936 PNR)	—	—	—	Monogram (1501 DA)	—	—	—
Kinder	32 4ea	—	48 6	creme parfume	16 10ea	9 0ea	35 0	Nicodent (1097 Sandersons)	20 0	7 4	3 0
Kristina II	43 2ea	5 8ea	69 11	spray mousse	—	—	—	liquid	—	—	—
Radi ladies	40 6ea	—	59 11	Lamprene (501 Geigy)	75 0ea	—	112 6	Nocold (705 Kirby)†	12 20 0	7 4	3 1
mens	42 0ea	—	63 0	capsules 100	—	—	—	tablets	10 24 0	—	3 0
Sven ladies & mens	33 3ea	—	49 11	Lancome (726 Lancome)	—	—	19 6	Nix (1482 Sandcrest)	37 10	20 3	6 5
2-7	36 4ea	—	54 6	Ablutia tube	—	—	32 6	disposable bibs	51 8	18 6	8 0
8-12	37 0ea	4 10ea	59 11	Lemkem (1335 Wigglesworth)	26 6	9 8	3 11	jar	37 10	20 3	6 5
cloquettes Petri ladies	24 0ea	—	—	hot lemon drink	—	—	—	instant shave	37 10	20 3	6 5
Pointometre shoe	—	—	—	sachets (6)	15 9	—	1 9	liquid skin cream	17 6	9 7	1 6
measure	—	—	—	Limmits (1552 UL)	23 3	5 11½	3 0	bottle	—	—	—
Harlene (409 EH)	—	—	—	custard creams	15 6	—	1 8	N.P.U. (903 NPU) Northern area only	—	—	—
hair conditioner	—	—	—	hazelnut chocolate	100 15 6	2 2	1 11	lip salve	—	—	—
Haynon (1089 RPD)†	—	—	—	Loxel (761 Lilia-White)	150 22 2	3 1	2 9	Nu-Cot (903 NPU) existing entry	—	—	—
Hemoplex (930 P & B)	—	—	—	toilet roll double	100 24 4	3 4	3 0	Nu-Cot (903 NPU)	—	—	—
Hexyl-Plus (1400 PBI)	—	—	—	Loxel (761 Lilia-White)	100 15 6	2 2	1 11	wool small	8 6	—	1 0
6oz	2 8ea	—	4 0	tissues	150 22 2	3 1	2 9	large	29 8	—	3 6
10oz	4 0ea	—	6 0	for men	100 24 4	3 4	3 0	Nucta (1192 5GD)	—	—	—
Hilston (607 Hilston) veterinary products	—	—	—	Lyfe (607 Hilston)	80 0	30 0	12 6	Nu-Look (903 NPU)	—	—	—
antiseptic balsam	1pt 60 0	22 0	9 4	(vet.)	288 0	105 0	44 9	sunglasses	—	—	—
1gal	160 0	58 0	24 10	Lyfe Plus (607 Hilston)†s4B	108 0	39 0	16 9	N1 black, dark sherry	21 5ea	3ea	36 0
1gal	320 0	106 0	49 7	(vet.)	120 0ea	44 0ea	224 0	dark shell	23 10ea	3ea	40 0
Carzine aerosol	72 0	26 0	11 2	Lypsyl (509 Gibbs)	10 3	5 8	1 7	N2 black, dark sherry	19 1ea	3ea	32 0
fluke and worm	1pt 72 0	27 0	11 3	lip salve	—	—	—	dark shell	20 10ea	3ea	35 0
drench	1gal 192 0	70 0	29 10	Marmite (152 Bovril)	8oz 50 0	—	5 0	N4 black, dark sherry,	19 1ea	3ea	32 0
1gal	320 0	118 0	49 10	salt free	16oz 93 6	—	9 4	cool white, crystal,	20 10ea	3ea	35 0
5gal	90 0ea	33 0ea	168 0	Martindale (1495 MEC)	—	—	—	mauve shadow	19 1ea	3ea	32 0
foot rot ointment tin	36 0	13 0	5 7	smog mask with six	2 0ea	—	2 8	dark shell	20 10ea	3ea	35 0
jar	54 0	20 0	8 5	spare pads	6 2 0ea	—	—	N5 black, dark sherry,	19 1ea	3ea	32 0
Lanark ointment	42 0	15 0	6 6	pads only	—	—	—	cool white, crystal	20 10ea	3ea	35 0
Lestoil	1gal 116 0	—	14 6	Mary Quant (876 MP)	504 0	277 2	90 0	dark shell	19 1ea	3ea	32 0
louse powder	28 0	—	3 6	beach swinger	31 8	11 7	5 0	mauve shadow	20 10ea	3ea	35 0
Moorland fly dip	1gal 63 4ea	—	95 0	eye liner brush	47 6	17 5	7 6	dark shell	14 10ea	3ea	25 0
2gal	240 0ea	—	360 0	lash adhesive	27 7	15 2	4 11	N7 clip-ons	20 10ea	3ea	35 0
skin lotion (dog)	28 0	10 3	4 4	eye brush	—	—	—	N8 metal framed rim-	20 10ea	3ea	35 0
sulphadimidine solu-	—	—	—	face brush	—	—	—	less	20 10ea	3ea	35 0
tion 33½% †s4B	—	—	—	lipstick titch	—	—	—	N9 metal framed with	20 3ea	3ea	34 0
100ml	48 0	—	6 0	Mason Pearson (807 MPB) existing entry	—	—	—	rim	26 6ea	—	39 9
500ml	16 8ea	—	25 0	Mason Pearson (807 MPB)	—	—	—	twin pack	22 0	8 0	3 5
2000ml	56 8ea	—	85 0	ladies hairbrushes	9 0ea	3 3ea	16 9	Oculovis (607 Hilston)	—	—	—
suspension †s4B 4oz	42 0	—	5 3	pocket nylon	16 2ea	5 11ea	30 6	(vet.)	22 0	8 0	3 5
10oz	100 0	—	12 6	bristle	14 7ea	5 4ea	27 3	Oil of Ulay (496 Garsalle)	4oz 96 0	52 9	16 4
80oz	53 4ea	—	80 0	bristle & nylon	13 7ea	5 0ea	25 6	6oz 132 0	72 7	22 6	—
tablets 5g †s4B 10	84 0	—	10 6	bristle extra	37 6ea	13 9ea	70 0	Old Spice (1131 Shulton)	—	—	—
50	336 0	—	42 0	bristle & nylon	20 8ea	7 7ea	38 7	Burley body shampoo	4101 91 9	32 10	14 6
sulphanilamide pow-	—	—	—	medium nylon gentle	16 2ea	5 11ea	30 6	hairdressing aerosol	4172 63 6	34 1	11 0
der †s4B	—	—	—	nylon (universal)	17 10ea	6 7ea	33 6	smooth shave	3154 61 6	22 0	9 9
1lb	126 0	—	14 0	bristle extra	51 6ea	18 11ea	96 3	Ortho-Novin 1/50 (922 Ortho) †s4B	—	—	—
2lb	232 0	—	28 0	bristle & nylon (junior)	24 10ea	9 1ea	46 6	tablets Dialpak	21 5 10ea	—	8 9
7lb	67 6ea	—	90 0	large bristle extra	57 4ea	21 0ea	107 0	Pushpak	21 5 10ea	—	8 9
wart cream	28 0	—	3 6	bristle & nylon	32 4ea	11 10ea	60 10	3-cycle	63 16 0ea	—	24 0
paint	28 0	—	3 6	mens military hairbrushes	—	—	—	Outdoor Girl (876 MP)	—	—	—
Histasal (705 Kirby)	—	—	—	medium nylon	17 10ea	6 7ea	33 6	eye colour collection	2G74 36 4	20 0	6 6
cream	27 0	9 11	4 2	(universal)	51 6ea	18 11ea	96 3	eyelashes-lower lashes	66 10	36 9	11 6
Ichthopaste (1155 S & N)	—	—	—	bristle extra	24 10ea	9 1ea	46 6	eye shadow brush-on	2G31 24 8	13 7	4 3
zinc and ichthammol	—	—	—	bristle & nylon	57 4ea	21 0ea	107 0	eye shadow stick	2G33 24 8	13 7	4 3
bandage 3½ x 6yd	37 0	—	4 4	(junior)	32 4ea	11 10ea	60 10	gold rush	2195 14 6	8 0	2 6
Imperacin (649 ICI) T5	—	—	—	large bristle extra	20 0ea	7 4ea	37 6	Magic Touch	2G05 24 8	13 7	4 3
syrup	100ml 6 8ea	—	10 0	bristle & nylon	25 0ea	9 2ea	46 10	Starry Eyes	2G33 24 8	13 7	4 3
Inco (1073 Robinson)	—	—	—	(popular)	—	—	—	Brush On Finish	2G36 —	—	—
pads	10 5 8ea	9ea	8 6	brushcases leather	—	—	—	Brush On Glow	2G08 —	—	—
Indal Finnish Sauna (961 EGP)	—	—	—	single	—	—	—	face powder	2G01 —	—	—
bubble bath bottle 5oz	6 6ea	2 5ea	13 0	double	—	—	—	lipstick frosty	2115, 2150 —	—	—
Innoxia (654 Innoxia)	—	—	—	Mavala (49 Aneson)	24 6	—	2 11	liquid shadow	2G46 —	—	—
clean face with amalene	—	—	—	(distributors 1545 Vestric)	17 0ea	—	25 6	mascara curl-on	2125 —	—	—
Satin Sheen	—	—	—	Maws (810 Maw)	—	—	—	luxury	2126 —	—	—
Iodex (1153 SKF)	—	—	—	Tuffy pants	—	—	—	perfume mist	2G71 —	—	—
plain	25g 24 0	8 9	3 9	Medihaler-duo (1061 Riker) †s4B	64 0	—	8 0	Ovulen 50 (1121 Searle) †s4B	21 5 10ea	—	8 9
1oz	—	—	—	400 dose	176 0	—	22 0	tablets	—	—	—
Janssen Dr. (67 Ashe)	—	—	—	Mediject (615 H & M) †s4B	—	—	—	Ozettes (761 Lilia-White)	16 4 1	7	6
tablets normal 16 & 60	—	—	—	injection 100ml	—	—	—	hankies	40 10 0	1 5	1 4
strong	16	—	—	500ml	—	—	—	Ozo (761 Lilia-White)	—	—	—
Juvite (698 Keswick)	—	—	—	Medisoap (436 Evans)	16 8	6 1	2 9	2-ply toilet roll	21 2	—	2 5
rejuvenating tablets	41 0	15 0	6 9	basic	14 2	5 2	2 3	double	—	—	—
K285 (147 Boots)	74 0	27 0	12 0	hexachlorophane	20 0ea	7 4ea	37 6	Pabyrn (930 P & B)	—	—	—
glove powder sachet	24 0	—	36 0	Medivet (615 H & M) †s4B	—	—	—	dexamethasone snuff T5	10 6 4ea	—	—
(2 gross)	—	—	—	tablets	20 192 0	—	24 0	capsules 0.5 mg	20 14 6ea	—	—
Kara-B (705 Kirby)	—	—	—	Mel Rose (1069 R & 5L)	10 5	3 10	1 9	outfit	9 10ea	—	—
Karathane (1400 PBI) spray	—	—	—	skin tablet	—	—	—	Pacquin (1552 UL)	41 11½	23 1	6 7
K-Derma (705 Kirby)	—	—	—	old pack	—	—	—	hand cream	—	—	—
Keflex (413 Lilly) T5	—	—	—	Mickies (67 Ashe)	4oz 22 7	7 6	3 0	hand lotion	—	—	—
capsules	20 78 5ea	—	117 7	Mil-Par (976 P5 & T)	8oz 39 5	13 0	5 3	Passiorine (115 Bengue)	500ml 144 0	52 9	—
Kenadex (987 PYP)	100 372 7ea	—	558 10	4oz	60 1	19 10	8 0	16oz	—	—	—
Kenadex (978 PYP)	—	—	—	Miners (876 MP)	—	—	—	Penicals (Leo) existing entry	—	—	—
Kent (693 Kent)	—	—	—	eyelashes "Fakes"	3G31 39 2	21 6½	6 9	Penicals (747 Leo) Ts	—	—	—
men's military hair-	—	—	—	lipstick "Sunlovers"	3186 13 8	7 6	2 4	paediatric suspension	100ml 7 0ea	—	9 4
brushes shown as 'ea'	—	—	—	swivel	3187 22 10	12 7	3 11	suspension 333mg	100ml 13 4ea	—	17 9
should be 'pr'	—	—	—	make-up stick	3G74 27 7	15 2	4 9	tablets 333mg	100 42 9ea	—	57 0
Kest (117 BPL)	—	—	—	make-up stick	3105 —	—	—				
tablets large	40 0	14 8	6 3	powder shadow frosted	—	—	—				
Keswick's (698 Keswick)	—	—	—	stick shadow frosted	—	—	—				
catarrh medicine	41 0	15 0	6 9								
vegetable charcoal tablets	74 0	27 0	12 0								
Kompo (1329 White)	25 4	9 3	3 9								
liquid	41 0	15 0	6 9								
Labiton (718 LAB)	74 0	27 0	12 0								
tonic	20 0	7 4	3 0								
200ml	54 0	19 10	7 9								
1000ml	20 6ea	7 6ea	35 4								
8oz & 26oz	—	—	—								

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	Trade	Tax	Retail	
Penidural (1352 Wyeth) sulphas tablets				D
Perifenil (1310 WW)				D
Permco (607 Hilston) repellent (vet.)	60 0	22 0	8 6	
	192 0	70 0	27 2	
Petrolagar (1352 Wyeth) 200ml	28 0	11 0	4 1	
8oz	—	—	—	D
P.H. (576 PH) snuff	14 0	5 2	2 3	
Phenadene (705 Kirby)† tablets	21 0	7 8	3 3	
Phenalac (607 Hilston) (vet.)	12 15 0ea	—	22 6	
Phenobarbitone (1153 SKF) †s4A Spansule 60mg	53 3	—	6 8	
	250 33 6ea	—	50 3	
100mg	30 59 3	—	7 5	
	250 37 3ea	—	55 11	
65mg & 97mg	—	—	—	D
Pifco (983 Pilco) hair dryer	1060	57 8ea	20 7ea	97 6
Princess	1022	235 11ea	84 5ea	399 0
sun lamp				
Mignon				
Platts (1507 Paton) footpaste	19 3	6 11	3 0	
large	—	—	—	D
old pack	—	—	—	
Ponds (256 CPL) dusting powder Dream	58 6	32 2	9 6	
flower				
Prednisone (969 Pfizer) tablets 1mg				D
500				D
Prepocol (894 Nicholas)				D
Prosol (1249 Trufoods) 3lb size				D
Quaalude (1080 Rorer) †s4B (distributors 324 Crookes)				
tablets	100 20 0ea	—	—	
1000	194 0ea	—	—	
Quest (761 Lilia-White) toilet rolls	5 8	—	7	
Quinolston (972 Pharmax)				D
Quosh (103 Beecham) orange and lemon	24 8	5 6	3 6*	
lime	29 11	6 7	4 0*	
	* Includes 3d for container			
super Quosh	—	—	—	D
Chekwate	—	—	—	D
Rabro (1091 Rybar) tablets	60 136 0	49 10	21 2	
150	27 0ea	10 0ea	47 6	
40 & 500	—	—	—	D
Ribena (103 Beecham) blackcurrant drink				
standard	32 3	7 2	4 2*	
family	45 11	10 2	5 9*	
	* Includes 3d for container			
pastilles	—	—	—	D
Rinurel (1310 WW) linctus †DDI	150ml 74 5	27 3	11 7	
125ml	—	—	—	D
Robaxin (1071 Robins) †s4B tablets	500 mg packs of 100 and 500			D
Saxin (208 BV) solution	24ml 32 0	—	3 6	
tablets	100 14 0	—	1 6	
	200 25 0	—	2 9	
	500 59 0	—	6 6	
Schick (1115 SI) electric shavers				
Cordless	220E 203 11ea	72 11ea	344 10	
Custom	209W 84 8ea	30 3ea	143 2	
Lady Schick	107E 87 7ea	31 4ea	148 1	
Super 3-speed	233W 152 11ea	54 8ea	258 7	
Scholl's (Dr.) (1108 SMC) met lift supports pr	80 0	—	10 0	
Poroplast				
bandage 3 in.	63 0	—	7 6	
Sea Jade (1355 Yardley) soap-on-a-rope	60 0	22 0	8 6	
Selvigen (11153 SKF) tablets				
Serene (1164 SSL) beauty cream	50g 73 8	40 6	12 6	
Sherleys (67 Ashe) cat collars	48 0	—	—	
total wormers cats or				
dogs	38 0	—	4 9	

	Trade	Tax	Retail	
liver snaps	4lb	—	—	D
shampoo creme	—	—	—	D
Ship (62 A & C) combs loose	2521	—	1 3	
	2522, 2524	—	1 6	
	2523	—	2 0	
combs in case	2504	—	2 6	
	2505, 2507	—	3 0	
	2506	—	3 6	
nailbrushes	2406	—	2 9	
	2408	—	3 6	
Shloer (103 Beecham) liquid apples	5oz 20 2	4 6	1 8*	
	(2 doz) 31 9	(2 doz) 7 0	4 3*	
	* Includes 3d for container			
Silf (1137 Silf)				D
Skels (1152 SK) instant jelly	1pt 15 0	—	1 8	
	2pt	—	—	D
Sleek (1155 S & N) plastic strapping				
1in x 2 1/2yd	SK12X 14 0	—	1 8	
1in x 5yd	SK15 23 1	—	2 9	
2in x 5yd	SK25 37 10	—	4 6	
3in x 5yd	SK35 50 5	—	6 0	
Sleepwell (705 Kirby) tablets	16	17 0	6 3	2 8
Slug Gard (1400 PBI) slug killer		32 0	—	4 0
Sniff (898 Northern) smelling bottle		10 0	3 8	1 6
Soilicide (1400 PBI) No. 1	1 4ea	—	2 0	
No. 2	2 8ea	—	4 0	
Soothadent (810 Maw) teething liquid	10cc 28 0	—	3 6	
Spaneph (1153 SKF) †SI Spansules	30 136 0	—	17 0	
	250 88 6ea	—	132 9	
Sparklets (183 BOC) spare parts				
body (Hostmaster)	32 0ea	4 5ea	48 0	
Spic Span (761 Lilia-White) kitchen towels	32 9	4 6	4 2	
Spot (1400 PBI) weed killer				D
Strepolene (607 Hilston) (vet.)	36 0	13 0	5 7	
	204 0	75 0	31 9	
Stress (978 PYP)				
	71b 30 0ea	—	45 0	
	141b 50 0ea	—	75 0	
Sulphetrone (208 BW)				D
Sunsilk (509 Gibbs) shampoo	sachet 6 3	2 4	11	
Sure (509 Gibbs) existing entry				D
Sure (509 Gibbs) deodorants				
aerosol mist	34 9	19 1	5 6	
aerosol powder	42 2	23 2	6 7	
anti-perspirant aerosol	50 2	27 7	7 11	
roll-on	33 2	18 3	5 3	
spray	27 7	15 2	4 4	
Sweetex (751 LL) dispenser	250 31 6	—	3 6	
Syntometrine (1098 Sandoz) †s4B ampoules 1ml	100 57 6ea	—	—	
T.C.P. (1552 UL) bites and stings				D
Teasdale's (898 Northern)† adult cough linctus	31 0	11 4	4 6	
Tedral (1310 WW) †s4A suspension	150ml 64 0	—	8 0	
	4oz	—	—	D
Terramycin (969 Pfizer) vaginal tablets 100mg	10	5 6ea	8 3	
animal formulas & antibiotic feed supplement				
T.M.5.	501b 90 0ea	—	108 0	
	751b	—	—	D
T.M.10	501b 150 0ea	—	—	
T.M.25	501b 333 0ea	—	—	
Supplets	301b 60 0ea	—	72 0	
Tetracycl-SF (969 Pfizer) TS capsules	100 42 0ea	—	63 0	
Thera-Blem (690 Keldon) cream	20g 43 7	15 7	6 9	

	Trade	Tax	Retail	
Throaties (64 ACL) pastilles menthol & eucalyptus	5 2	1 10	9	
Thyrodex (930 P & B)				D
Tommee Tippee (1412 Jackel) feeding aprons	32 0	—	3 11	
feeding bibs	12 0	—	1 6	
meal time bib set (3)	48 0	—	5 11	
Toprose (1400 PBI) mildew spray	2oz 2 0ea	—	3 0	
	4oz 3 4ea	—	5 0	
Trimetts (1552 UL) choc finger	22 6	4 11 1/2	2 11	
savouries	45 0	—	5 0	
mix	—	—	—	D
Trivax-Ad (208 BW) vaccine diphtheria, tetanus & pertussis (adsorbed)				
0.5 ml	3 30 0	—	3 9	
vial	5ml 64 0	—	7 9	
Tryptizol (837 MSD) †s48 tablets 50mg	100 36 0ea	—	54 0	
Tubelette (491 GB)				D
Tubelette (800 TM)				
TudorWilliams (543 BGL) balsam	small 28 0	10 3	4 3	
	large 39 11	14 8	6 1	
Ulay (496 Garsalle) vitamin night cream	80g 96 0	52 9	16 4	
Urokinase (747 Leo) existing entry				D
Urokinase (747 Leo) powder 5000iu	vial 195 0	—	260 0	
25000 iu	vial 555 9ea	—	741 0	
reference standard				
vial	15 5ea	—	—	
Urolucosil (1310 WW) †s4B suspension	300ml 10 6ea	—	15 9	
	125ml	—	—	D
Vagadil Aik (1582 Albion)†DDI tablets	20 26 0	10 0	4 1	
	dp 100 76 0	—	9 6	
	dp 250 15 0ea	—	22 6	
Vapex (695 TK) inhalant	22 0	8 1	3 6	
pastilles	17 0	6 3	2 9	
Variderm (930 P & B)				D
Velvas (1400 PBI) lawn sand	ctn 3 0ea	—	4 6	
	71b 4 8ea	—	7 0	
	141b 7 8ea	—	11 6	
	561b 21 4ea	—	32 0	
	1cwt 38 4ea	—	57 6	
Vermiculite (1400 PBI)				
Virol (152 Bovril) 500g	34 10	—	3 7	
	57 10	—	6 0	
old packs	—	—	—	D
Viscopaste (1155 S & N) zinc paste bandage				
3 1/2 x 6yd	37 0	—	4 4	
P.B.7 3 1/2 x 6yd	37 0	—	4 4	
Volidan (179 BDH) †s4B tablets	20 4 4ea	—	6 6	
Volidan 21 (179 BDH) †s4B tablets	21 4 4ea	—	6 6	
Weed-o-Lawn (1400 PBI)				D
Weerfoot (705 Kirby) corn cure	7ml 15 0	5 6	2 4	
Wellcome (208 BW) influenza split virus vaccine (inactivated deoxycholate treated bivalent	1ml 10 8ea	—	16 0	
	10ml 85 4ea	—	128 0	
Winlam (615 H & M)	12	50 0	18 4	7 9
Wintogeno (491 G8)				
Wintogeno (800 TM)				
Xylocaine (68 Astra) plain ampoules	1% x 2ml 100	37 6ea	—	
Xyloclase (68 Astra) tube	15g 4 0ea	—	—	
Yardley (1355 Yardley) soap-on-a-rope	60 0	22 0	8 6	

AMENDMENTS AND ADDITIONS TO KEY TO SUPPLIERS

542 Griffin=David Griffin, Ltd., Holland Way, Blandford, Dorset. 0258-22678.
543 BGL=Bertram Griffiths Ltd., 195 Richmond Road Cardiff. 0222-32941.

733 Lastonet=Lastonet Products Ltd., Carn Brea, Redruth, Cornwall. 0209-24141.
 871 MCC=Murphy Chemical Co. Ltd., Wheathampstead, St. Albans, Herts. 0582-832001.
 1006 PI=Printar Industries Ltd., Mead Lane, Hertford. 433-6691.
 1255 UP=Ulster Plastics Ltd., Budgefield, Tewin Road, Welwyn Garden City, Herts, Welwyn Garden 26338.
 1369 RMC=Ravina Marketing Co., Rowan House, 64 Oxford Road, Denham, Uxbridge, Middlesex. Uxbridge 30102.
 1423 Jaynox=Jaynox Ltd., Jaynox Works, King Street, Longton, Stoke-on-Trent. 0782-32061.

1501 DA=Dreamland Appliances Ltd., Arkwright Road, Reading, RG2, OLN. 0734-85201.
 1505 CD & C=Commercial Drug and Chemical Co. Ltd., Photographic Division, Holt House, Flamstead End Road, Cheshunt, Herts. Waltham Cross 27287.
 1533 Alo=Alo-Cosmetics, Ltd., 184 Great Portland Street, London, W.1. 01-636 2901.
 1556 Farillon=Farillon Ltd., Selinas Lane, Dagenham, Essex. 01-592 2596.
 1567 Externe=Externe Co., Ltd., The Willows, Railway Road, Downham Market, Norfolk. 0366-33189.

THIS WEEK'S CHANGES

Prices are given in the sequence Trader Price per Doz.: Purchase Tax per Doz.: Retail Price. Bold upright figures (2 9) in the retail price column indicate that the price is subject to resale price maintenance: italic figures (2 9) that it is recommended by the manufacturers: and light upright figures (2 9) that it is "notional" as a guide to the retailer in determining his own retail price.

	Trade	Tax	Retail	
4711 (1113 5 & B)				A
eau de Cologne				
original shape				
No. 810	—	—	140 0	
No. 811	—	—	87 0	
No. 812	—	—	63 0	
No. 9119	—	—	40 0	
No. 815	—	—	26 6	
No. 816	—	—	14 3	
No. 554	—	—	45 0	
decanter	—	—	7 11	
watch shape	—	—	6 9	
No. 843	—	—	7 11	
deodorant roll-on	—	—	6 11	
aerosol	—	—	7 6	
stick	—	—	6 6	
hand cream	—	—	2 6	
No. 9122	—	—	4 6	
Ice Cologne flow on	—	—	4 6	
matt cream tube	—	—	7 6	
No. 9112	—	—	6 0	
No. 5055/9111	—	—	9 6	
soap (1)	—	—	8 9	
No. 8859	—	—	4 2	
solid Cologne	—	—	—	
No. 230	—	—	—	
talcum	—	—	—	
No. 5316	—	—	—	
perfumed	—	—	—	
No. 9121	—	—	—	
Actifresh (1535 Phillips)	—	—	—	
aerosol	5 10ea	—	8 9	
Agarol (1310 WW)	—	—	—	
170ml	28 4	10 5	4 2	A
Alubarb (901 Norton) t/s4A	—	—	—	A
(distributors 1545 Vestric)	—	—	—	
tablets	dp100	6 0ea	—	
dp500	20 0ea	—	—	
Analgin (901 Norton) t/DDI	—	—	—	A
(distributors 1545 Vestric)	—	—	—	
tablets	dp100	7 0ea	—	
Andre Philippe (48 AP)	—	—	—	
bubble bath	—	—	—	
bubble bottle	25	29 0	10 7½	4 6 ●
dimple	2	14 3	5 3	2 3 C
horse head—book end	—	—	—	
16	135 0	49 6	21 0	●
continental	34	114 0	62 8½	19 6
Cologne swan dimple	—	—	—	
23	26 0	14 3½	4 6	
deodorant spray	10	19 0	10 5½	3 3 A
suntan spray	22	19 0	10 5½	3 3
Anifo (529 Gorney)	—	—	—	D
Anifit (529 Gorney)	—	—	—	D
Anusol (1310 WW)	—	—	—	
suppositories	12	37 6	13 9	5 5 A
Aradole (1023 Radiol)	—	—	—	
analgesic cream	200g	140 0	51 4	21 6 C
Asmal (901 Norton) t/s4A	—	—	—	A
(distributors 1545 Vestric)	—	—	—	
tablets	dp100	6 0ea	—	
dp500	24 0ea	—	—	
Aspellin (1023 Radiol) existing entry	—	—	—	D
Aspellin (1023 Radiol)	—	—	—	I
aspirin spirit liniment	—	—	—	
100ml	50 0	—	6 3	
450ml	12 0ea	—	18 0	
2l	50 0ea	—	75 0	
Atromid S (649 ICI)	—	—	—	D
capsules	250mg	—	—	
Avena (1480 IZal)	—	—	—	A
bath crystals	16oz	20 0	10 2	1 8
(2doz)	(2doz)	(2doz)	(2doz)	
Becosed (901 Norton) t/s4A	—	—	—	
(distributors 1545 Vestric)	—	—	—	
elixir	500ml	10 0ea	—	●
2l	34 0ea	—	—	
16oz & 80oz	—	—	—	D
Beltona (112 BL)	—	—	—	D
Beltona (800 TM)	—	—	—	I
Bengue's Balsam (115 Bengue)	—	—	—	
original or greaseless	—	—	—	
500g	31 0ea	—	—	●
1lb	—	—	—	D
Benylin (938 PD) t/s7	—	—	—	
expectorant	125ml	32 0	12 0	5 0 A
500ml	—	—	—	D
Benzets (901 Norton)	—	—	—	A
(distributors 1545 Vestric)	—	—	—	
lozenges	dp15	15 0	—	
Bio (1400 PBI)	—	—	—	
baby bio potting com-	—	—	—	
post	—	—	—	
No. 1	2 0ea	—	3 0	●
No. 2	5 0ea	—	7 6	
No. 3	8 8ea	—	13 0	

	Trade	Tax	Retail	
seed and cutting				
compost				
No. 1	2 0ea	—	3 0	●
No. 2	5 0ea	—	7 6	
No. 3	8 8ea	—	13 0	
Bornolin (115 Bengue)	—	—	—	
ointment	500g	14 9ea	—	●
1lb	—	—	—	D
Brunitex (1113 S & B)	—	—	—	
shampoo bottle	80cc	26 6	8 10	3 9 A
sachets	—	—	—	D
Calsept (901 Norton)	—	—	—	
(distributors 1545 Vestric)	—	—	—	
500ml	8 0ea	—	—	●
2l	30 0ea	—	—	
4oz, 16oz & 80oz	—	—	—	D
Cannon (224 Cannon)	—	—	—	
cap, disc and teat set	12 0	—	1 6	●
nurser teat pack	20 0	—	2 6	●
soother all rubber	16 0	—	2 0	●
Carmil (657 IL) t/DDI	—	—	—	
diarrhoea mixture	50ml	24 1	8 10	3 9 ●
3oz	—	—	—	D
Ceporex (518 Glaxo) TS	—	—	—	
capsules 250mg	100	360 0ea	—	540 0 ●
500mg	100	710 0ea	—	1065 0
Cetrim (1024 Raimes)	—	—	—	
antiseptic cream	4oz	40 0	14 8	6 3 C
Conray 480 (971 P5MB)	—	—	—	D
Coronette (563 Hampshire)	—	—	—	I
Coronette (1038 R & C)	—	—	—	I
Cossack (563 Hampshire)	—	—	—	D
Cossack (1038 R & C)	—	—	—	I
Cremalgex (901 Norton)	—	—	—	A
(distributors 1545 Vestric)	—	—	—	
tube	30g	21 0	8 0	3 2
Crystapen V (518 Glaxo)	—	—	—	
suspension 125mg/5ml 60ml	—	—	—	D
syrup 62.5mg/5ml 60ml	—	—	—	D
125mg/5ml 60ml	—	—	—	D
Cutipen (485 Fulford)	31 7	17 4	5 5	A
Cyclonal (971 P5MB) t/s4A	—	—	—	
sodium ampoules 1g	25	66 8ea	—	100 0 A
0.5g	25	—	—	D
Daonil (614 Hoechst)	—	—	—	R
tablets	100	66 0ea	—	99 0
500	330 0ea	—	495 0	
Delafine (1480 IZal)	—	—	—	A
bath crystals	22oz	10 10	5 6	1 10
46oz	20 7	10 6	3 6	
17oz	15 6	7 11	2 8	
salts	—	—	—	
toilet water eau de	—	—	—	
Cologne or lavender	210cc	21 2	10 9	3 9
Dimotane (1071 Robins)	—	—	—	
elixir	500ml	19 5ea	—	29 2 ●
20oz	—	—	—	D
expectorant †	500ml	27 0ea	—	40 6 ●
20oz	—	—	—	D
tablets L.A.	100	33 5ea	—	50 2 R
500	160 0ea	—	240 0	
Dimotapp (1071 Robins)	—	—	—	
elixir	500ml	20 9ea	—	31 2 R
Distaquaine V-K (378 Dista)	—	—	—	
tablets 60mg	—	—	—	D
Docteur Pierre's (1407 Jaccaz)	—	—	—	
toothpick quill	25	33 0	12 1	5 0 A
50	64 0	23 1	9 9	
Domestos (382 Domestos)	—	—	—	
regular	17 2	—	—	1 8 A
Erasmic (509 Gibbs)	—	—	—	
shaving stick	20 7	7 7	3 0	A
Eskamel (1153 SKF)	—	—	—	
ointment	25g	32 0	11 9	5 0 ●
1oz	—	—	—	D
Esoderm (1007 PL)	—	—	—	A
shampoo	20g	17 0	6 3	2 9
300g	114 0	41 10	17 9	
1250g	26 6ea	—	—	
Euglucon (1087 Roussel) t/s4B	—	—	—	
tablets 5mg	100	66 0ea	—	99 0
500	330 0ea	—	—	

	Trade	Tax	Retail	
Ex-Lax (440 Ex-Lax)				A
(distributors 372 De Witt)				
laxative chocolate	6	11 1	4 1	1 7
18	24 0	8 10	3 5	
36	38 0	13 11	5 5	
junior	—	—	—	
pills	18	12 11	4 9	1 10
24	24 0	8 10	3 5	
Falcodyl (901 Norton)†	—	—	—	
(distributors 1545 Vestric)	—	—	—	
500ml	9 0ea	—	—	●
2l	30 0ea	—	—	
16oz & 80oz	—	—	—	D
Farex (518 Glaxo)	—	—	—	
(distributors 448 Farleys)	—	—	—	
3 cereal	38 5	—	2 0	A
(2doz)	(2doz)	(2doz)	(2doz)	
Farlene (448 Farleys)	—	—	—	A
baby food	38 5	—	2 0	
(2doz)	(2doz)	(2doz)	(2doz)	
Farleys (448 Farleys)	—	—	—	
baby dinners and	—	—	—	
sweets — raspberry	12 3	—	1 4	●
sweet	46 0	—	4 6	A
milk food full cream	—	—	—	D
Feminor 21 (774 LR)	—	—	—	A
Fenjal (1113 5 & B)	—	—	—	
beauty soap	38 11	13 0	5 6	
"Classic" creme bath	107 0	54 0	16 9	
98cc	220 0	111 1	34 6	
231cc	54 4	27 5	8 6	
Satin Touch talc	100g	—	—	
"Fresh" creme bath	98cc	107 0	54 0	16 9
231cc	220 0	111 1	34 6	
Fucidin (747 Leo) TS	—	—	—	R
capsules	36	248 0ea	—	330 8
250	1678 0ea	—	2237 4	
suspension	60ml	67 6ea	—	90 0
tablets	100	660 3ea	—	880 4
Fucidin V.P. (747 Leo) TS	—	—	—	
capsules	36	165 5ea	—	220 6
250	1119 2ea	—	1492 2	
Gelusil (1310 WW)	—	—	—	
tablets	20	17 10	6 6	2 9 A
50	35 9	13 1	5 3	
Gibbs (509 Gibbs)	—	—	—	
dentifrice	11 6	4 3	1 7	A
Gomina Argentina (1407 Jaccaz)	—	—	—	A
hair fixative	tube	40 0	22 0	6 11
jar	76 0	41 9	13 0	
Gordon Moore (563 Hampshire)	—	—	—	D
Gordon Moore (1038 R & C)	—	—	—	I
Halex (80 BXL)	—	—	—	
baby bath stand	F449	209 6	28 10	30 0 A
bathtime set	F631	426 0	50 0	59 6
F641	469 0	57 6	66 0	
brush	F166	36 3	13 4	6 6
F174	38 3	14 1	7 0	
F172	56 8	20 5	10 6	
brush/comb & rattle	F632	57 9	21 5	10 6
brush set 5	F636	98 9	33 6	17 6
chamber	F501	65 0	—	9 0
7in	F512	34 2	—	5 0
8in	F502	48 4	—	6 6
non-spill	F509	61 0	—	8 6
feeder beaker	F474	22 10	3 2	3 6
keep warm	F471	83 6	11 5	12 6
layette basket	with	—	—	
nylon cover	F438	200 0	27 5	27 6
mealtime set	F315	44 4	6 1	7 0
F376	52 0	7 1	8 0	
F375	76 2	10 6	11 6	
F431	92 5	—	12 6	
training seat	—	—	—	
hairbrush children's	—	—	—	
Noddy	DF180	48 3	17 8	7 6
massage set	Caress	—	—	
K200	37 6	13 9	70 0	R
nursery play blocks	F700	47 4ea	17 4ea	88 0
F701	47 4ea	17 4ea	88 0	
nursery vanity casket	F638	595 0	86 5	85 0
nursery bin with	—	—	—	
deodoriser	F400	142 8	19 6	21 6 A
shaver Baron	K300	47 0ea	17 3ea	87 6 R
toothbrush	Lectro-	—	—	
dent	K110	45 0ea	12 6ea	79 6 A
toothbrushes children's	—	—	—	

	Trade	Tax	Retail
Izal (1480 Izal) toilet paper interleaved	39 3 (3doz)	—	1 5 A
rolls	76 6 (6doz)	—	1 5
Kaopectate (1263 Upjohn) 500ml	7 11ea	2 11ea	— C
Kaovax (901 Norton) ts4B (distributors 1545 Vestric)			
150ml	5 3ea	—	— ●
500ml	16 0ea	—	—
4oz & 16oz	—	—	— D
Neulactil (971 PSMB) ts4B tablets 25mg	50 280	0ea	48 0 ●
500	—	—	420 0
Klik (563 Hampshire) Klik (1038 R & C)			D
Lasix (614 Hoechst) ts4B ampoules 2ml	5 13 8ea	—	20 5 R
25	64 7ea	—	96 10
50	27 9ea	—	41 8
250	131 3ea	—	196 10
1000	498 5ea	—	747 7
Lil-lets (761 Lilia-White) regular	40 70 0	—	7 4 I
super	40 79 10	—	8 4
super plus	40 89 2	—	9 4
Lorelox (563 Hampshire) Lorelox (1038 R & C)			D
Loxene (563 Hampshire) Loxene (1038 R & C)			D
Mennen (525 Golden) after shave Dry Lime, Wild Moss	55cc 43 0	23 8	7 3 ●
110cc	75 0	41 4	12 6
deodorant aerosol 80g	44 6	24 6	7 3 A
130g	58 0	32 0	9 6
Metanium (115 Bengue) ointment	500g 22 0ea	8 1ea	— ●
1lb	—	—	— D
Narex (901 Norton) (distributors 1545 Vestric)			A
nasal spray 15ml	21 0	—	2 7
Neovax (901 Norton) ts4B (distributors 1545 Vestric)			
150ml	12 5ea	—	— ●
500ml	41 0ea	—	—
4oz & 16oz	—	—	— D
Nestosyl (115 Bengue) † ointment	500g 19 2ea	—	— ●
1lb	—	—	— D
Niegeloh (580 D H & Co) existing entry			D
Niegeloh (580 D H & Co)			I
display stand No. 1	726 0ea	226 9ea	—
No. 2	380 8ea	116 1ea	—
nail clippers N15	78 0	28 7	12 3
9-9cm N4/5	174 0	—	22 0
11-0cm N4/M	220 0	—	27 6
12-0cm N4/L	260 0	—	32 6
nail files 4in N2/4	26 0	14 3	4 6
5in N2/5	30 0	16 6	5 3
6in N2/6	36 0	19 9	6 3
7in N2/7	48 0	26 5	8 3
nail file with handle carded (6) N16	33 6ea	18 5ea	—
scissors hot forged straight nail N13/N	96 0	13 2	13 3
straight cuticle N13/C	96 0	13 2	13 3
bent nail N14/N	96 0	35 2	15 0
bent cuticle N14/C	96 0	35 2	15 0
scissors super quality straight nail N8/N	186 0	25 7	25 6
straight cuticle N8/C	186 0	25 7	25 6
bent nail N9/N	186 0	68 2	29 0
bent cuticle N9/C	186 0	68 2	29 0
baby scissors N12	162 0	59 5	25 3
tweezers N3/ASS	41 0	22 6	7 0
assorted N3/P	41 0	22 6	7 0
pointed N3/S	41 0	22 6	7 0
straight N3/A	41 0	22 6	7 0
oblique	—	—	—
Norfer (901 Norton) (distributors 1545 Vestric)			I
tablets 100	3 7ea	—	—
1000	23 0ea	—	—
Norsed (901 Norton) ts4A (distributors 1545 Vestric)			A
tablets dp100	7 7ea	—	—
dp500	35 0ea	—	—
Numotac (1061 Riker) † tablets	20 20	0ea	30 0 ●
100	90 0ea	—	135 0
500	—	—	—
Odol (563 Hampshire) Odol (1038 R & C)			D
Odormatik (803 MMP) aerosol dispenser bracket	68 0	—	8 6 ●
Oestradin (901 Norton) ts4A (distributors 1545 Vestric)			
syrup 500ml	10 0ea	—	— ●
2l	40 0ea	—	—
tablets dp100	5 0ea	—	— A
dp500	20 0ea	—	—
syrup 16oz & 80oz	—	—	— D

	Trade	Tax	Retail
Oil of Ulay (496 Garsalle) 4oz	96 0	52 9	16 4 A
6oz	132 0	72 7	22 6
Oraldene (1310 WVW) existing entry Oraldene (1310 WVW) liquid 200ml	54 0	—	6 9 D
Orlane (1145 Sirex) cleansing moisture dew	—	—	67 6 ●
royal jelly liquid eye	—	—	36 0
balm	—	—	—
Paralgin (901 Norton) †DDI (distributors 1545 Vestric)			
tablets dp100	8 7ea	—	— A
Pears (509 Gibbs) transparent soap			
toilet bath	10 6	3 10	1 4 A
15 8	5 9	2 0	—
Posalffin (221 Camden) † ointment 14g	32 0	11 9	5 0 A
Pretty Feet (1113 S & B) bottle	38 3	19 4	6 0 A
roll ball applicator	44 8	22 7	7 0
Radian (1023 Radiol) massage cream trial	29 3	10 9	4 3 ●
2oz	—	—	— D
R.I.D. (1480 Izal) powder puffer	18 0	—	2 0 A
Ris (1029 Ratsouris) existing entry Ris (1029 Ratsouris) cymag dust †	7lb 19 6ea	—	29 3 D
fumigant liquid (a)			
5gal	115 0ea	—	172 6
(b)	5gal 122 0ea	—	183 0
rodenticides			
warfarin 5 blended			
7lb	13 6ea	—	20 3
28lb	32 0ea	—	48 0
56lb	62 6ea	—	93 9
insecticides			
chlordane emulsion			
1pt	15 0ea	—	22 6
1gal	70 6ea	—	105 9
5gal	15 0ea	—	22 6
7lb	11 3ea	—	16 11
28lb	23 6ea	—	35 3
1cwt	87 0ea	—	130 6
1gal	32 6ea	—	48 9
5gal	148 6ea	—	222 9
liquid			
1gal	18 0ea	—	27 0
5gal	72 0ea	—	108 0
7lb	19 0ea	—	28 6
28lb	60 0ea	—	90 0
1cwt	209 6ea	—	314 3
dispersable			
4lb	22 6ea	—	33 9
28lb	105 9ea	—	158 8
56lb	193 6ea	—	290 3
dieldrin emulsion 1pt	15 0ea	—	22 6
1gal	79 0ea	—	118 6
7lb	12 9ea	—	19 2
28lb	19 6ea	—	29 3
1cwt	74 6ea	—	111 9
dispersable			
4lb	91 0ea	—	136 6
16lb	350 0ea	—	525 0
special spray 1gal	20 0ea	—	30 0
5gal	78 0ea	—	117 0
Prince Regent lacquer 1pt	11 6ea	—	17 3
1gal	79 0ea	—	118 6
Gammexane BHC dressing			
7lb	10 0ea	—	15 0
28lb	15 0ea	—	22 6
1cwt	57 0ea	—	85 6
7lb	10 6ea	—	15 9
28lb	17 3ea	—	25 11
1cwt	62 6ea	—	93 9
emulsion			
1pt	16 0ea	—	24 0
1gal	62 0ea	—	93 0
5gal	290 0ea	—	435 0
7lb	16 0ea	—	24 0
28lb	45 0ea	—	67 6
1cwt	175 0ea	—	262 6
dispersable			
4lb	29 0ea	—	43 6
14lb	90 0ea	—	135 0
56lb	320 0ea	—	480 0
wood preservative			
1gal	28 0ea	—	42 0
5gal	110 0ea	—	165 0
40gal	750 0ea	—	1125 0
woodworm liquid			
1gal	17 6ea	—	26 3
5gal	65 0ea	—	97 6
40gal	400 0ea	—	600 0
malathion dispersable			
4lb	21 0ea	—	31 6
28lb	105 0ea	—	157 6
56lb	200 0ea	—	300 0
dusting powder 28lb	20 0ea	—	30 0
1cwt	73 0ea	—	109 6
emulsion			
1pt	15 3ea	—	22 11
1gal	82 6ea	—	123 9
pyrethrum/PB spray			
1gal	45 0ea	—	67 6
5gal	220 0ea	—	330 0
7lb	29 0ea	—	43 6
28lb	95 0ea	—	142 6
1cwt	330 0ea	—	495 0
Salazopyrin (1497 PGBL) ts4B (distributors 1556 Farillon)			
tablets 0-5g	500 123 6ea	—	179 10 A

	Trade	Tax	Retail
Salter (1095 Salter) weighing machines 213 202H	—	—	59 6 ● 74 6 A
Sanizal (1480 Izal) † disinfectant large	17 3	—	1 11 A
Scholl's (Dr.) (1108 SMC) adhesive foam 6x3in	13 4	—	1 8 A
anti-pressure pad	13 4	—	1 8 R
ankle & arch support	48 0	—	6 0 A
arch cushions	100 0	—	12 6
Ball-O-Foot cushions pr.	27 4	—	3 5
soft-step pr.	14 10	—	1 10
Vi-step pr.	20 10	—	2 7
balm with placenta	81 0	44 7	15 0 R
bath cubes pine (6)	16 3	8 11	3 0 A
bath salts	11 0	6 1	2 0
large	20 10	11 6	3 10
Bromdoreil powder bunion lotion	20 0	7 4	3 5
shield (foam ease)	21 0	7 8	3 5
(slim foam)	35 5	—	4 5
bunion reducer	16 0	—	2 0
corn callous salve	32 0	—	4 0
chilblain ointment	21 0	7 8	3 5 A
chirobody felt	26 0	9 6	4 3
corn & callous file	16 0	—	2 0
felt corn & bunion pads	28 0	15 5	5 6
self-adhesive	13 4	—	1 8
fitting socklets	16 0	—	2 0
Fixo corn plasters	20 0	2 9	2 10 I
foam cushion pads	12 3	4 6	2 0 A
foot balm	16 0	—	2 0
large	24 3	8 11	4 0
foot powder	31 6	11 7	5 2 R
large	20 0	7 4	3 3 A
hard skin reducer	28 0	10 3	4 7 R
heel grip (superluxe)	11 0	6 1	2 0 I
pr.	10 3	1 5	1 5 A
heel liner (Vi-grip)	16 3	2 3	2 3
Heel Pillo (latex foam)	14 10	2 1	2 2
insoles			
Air-Pillo men's	20 0	2 9	2 9
women's	20 0	2 9	2 9
knee warmer	70 0	9 8	9 7
Kurotex pads	16 0	—	2 0
nail clippers	63 0	23 1	9 6 R
Onixol	21 0	7 8	3 5 A
Protecto cushions	13 4	—	1 8 R
51	56 0	20 6	9 0
Sports kneecap	77 0	—	9 7 A
anklets	77 0	—	9 7
Tarso-pads	13 4	—	1 8
toe-cap	12 10	—	1 7
sleeve	12 10	—	1 7
flex	32 0	—	4 0
prop	34 0	—	4 3
separators	10 0	—	1 3
two drop corn remover	21 0	7 8	3 5
Walk Strates pr.	37 0	5 1	5 0
Zino-pads	12 3	4 6	2 0
	18 3	6 8	3 0
Seboderm (1007 PL) shampoo cream 20g	22 0	—	2 9 A
Septex (901 Norton) (distributors 1545 Vestric)			
cream No. 2 dp454g	13 7ea	—	— A
Serene (1164 55L) beauty cream			
31g	52 6	28 3	8 11
85g	114 10	61 9	19 6
Shine (412 Elida) hair conditioner aero- sol 6oz	46 1	25 4	7 6 A
Shloer (103 Beecham) liquid apples 19oz	31 9	7 0	4 0 C
No container charge for large size			
Sidros (992 P & C) (distributors 372 De Witt)			
tablets 5000	90 0ea	—	— I
Skol (1113 S & B) sun tan lotion 110cc	41 5	20 11	6 6 A
gelee	—	—	— D
Snowfire (563 Hampshire) Snowfire (1038 R & C) Sof'down (1349 LW)			I
(5)	23 0	—	2 10 ●
(4)	—	—	— D
Sta-blond (1113 S & B) shampoo bottles 80cc	26 6	8 10	3 9 A
Steedmans (1113 S & B) teething jelly	23 0	7 8	3 3 A
Sterisol (1310 WVW) Supersoft (563 Hampshire)			D
Supersoft (1038 R & C) Sweet'n Easy (509 Gibbs)			I
Terpain (901 Norton) † (distributors 1545 Vestric)			D
500ml	13 0ea	—	— ●
2l	50 0ea	—	—
16oz & 80oz	—	—	— D
Thawpitt (1480 Izal) bottle	27 0	—	3 0
with cleaning pad	27 0	—	3 0
naphthalene moth balls	18 0	—	2 0
Spotkleeners	49 6	—	2 9
(2doz)	—	—	—

	Trade	Tax	Retail	
Tidman's (1235 Tidman)				A
sea salt bath carton	29 9	10 11	4 2	
	48 3	17 9	6 10	
14lb	114 6	42 0	16 3	
56lb	34 3ea	12 7ea	55 2	
1cwt	61 0ea	22 5ea	97 0	
table sea salt	12oz	29 6	3 3	
Mediterranean	1½lb	29 6	3 3	
Toddilox (563 Hampshire)				D
Toddilox (1038 R & C)				I
Tonrinz (563 Hampshire)				D
Tonrinz (1038 R & C)				I
Topglass (1400 PBI) existing entry				D
Topglass (1400 PBI)				I
kit	7 0ea	—	10 6	
Tosca (1113 S & B)				A
eau de Cologne	22cc	—	8 9	
	47cc	—	14 6	
	85cc	—	25 6	
hand cream	140cc	—	7 6	

	Trade	Tax	Retail	
perfume small	—	—	10 6	
talcum 95g	—	—	9 6	
eau de toilette aerosol	—	—	—	D
Triperidol (922 Ortho)†s4B				
syrup 500ml	31 10ea	—	47 9	•
Tussifans (901 Norton)†				
(distributors 1545 Vestric)				
500ml	7 0ea	—	—	•
2l	25 0ea	—	—	
16oz & 80oz	—	—	—	D
Tyroderm (837 MSD)				
25g	2 2ea	—	3 3	•
1oz	—	—	—	D
Ulay (496 Garsalle)				A
vitamin night cream				
80g	96 0	52 9	16 4	
V-Cil-K (413 Lilly)				D
syrup 125mg/5ml 30ml				
Zal (1480 Izal)				A
air freshener aerosol				

	Trade	Tax	Retail	
large	33 9	—	3 9	
giant	47 3	—	5 3	
disinfectant	10 6	—	1 2	
	16 6	—	1 10	
	25 6	—	2 10	
	33 9	—	3 9	
fly killer aerosol large	13 3ea	—	18 0	
giant	37 6	—	4 2	
pine fresh dustbin	54 9	—	6 1	
powder	27 0	—	2 0	
	(1½ doz)	—	—	

AMENDMENTS TO KEY TO SUPPLIERS

803 MMP=Marston Mandy Products Ltd, 22 Birch Road, Maple Road Industrial Estate, Lottbridge Drive, Eastbourne, Sussex. Eastbourne 34211.

1038 R & C=Reckitt & Colman Toiletries Division, Sunnydale, Derby. 0332 21234.

1087 Roussel=Roussel Laboratories Ltd, Columbus House, Wembley Park, Middlesex. 01-903 1454.

INTER-ALIA

GENERIC

Products

... now presented to you under our own brand names. These tablets are guaranteed to be manufactured in our own Works and Laboratories under the strict supervision of qualified staff with full analytical control ...

		Per 250	Per 500	Per 1000
INTALBUT	100 mg.	6/- (£0.30p.)	..11/6 (£0.58p.)	.. 22/2 (£1.11p.)
(Phenylbutazone B.P.)	200 mg.	8/- (£0.40p.)	..15/6 (£0.78p.)	.. 30/2 (£1.51p.)
INTALOXINE	250 mg.	26/- (£1.30p.)	..51/- (£2.55p.)	..100/- (£5.00p.)
(Oxytetracycline B.P.)				
INTALPEN	125 mg.	22/- (£1.10p.)	..43/- (£2.15p.)	.. 85/- (£4.25p.)
(Penicillin V. B.P.)	250 mg.	43/- (£2.15p.)	..85/- (£4.25p.)	..160/- (£8.00p.)
INTALPRAM	25 mg.	14/6 (£0.73p.)	..28/- (£1.40p.)	.. 55/6 (£2.78p.)
(Imipramine B.P.)				
INTALSOLONE	1 mg.	4/3 (£0.21p.)	.. 7/3 (£0.36p.)	.. 13/11 (£0.70p.)
(Prednisolone B.P.)	5 mg.	12/6 (£0.63p.)	..24/- (£1.20p.)	.. 47/3 (£2.36p.)
INTALSONE	1 mg.	4/- (£0.20p.)	.. 7/- (£0.35p.)	.. 13/5 (£0.67p.)
(Prednisone B.P.)	5 mg.	11/6 (£0.58p.)	..22/6 (£1.13p.)	.. 44/5 (£2.22p.)



INTER-ALIA PHARMACEUTICAL SERVICES LTD.

(Incorporating Roberts & Co. of Bond St., W.1.)

RAPHAEL HOUSE, 226 HIGH STREET NORTH, LONDON, E.6.

Phone: 01-552 4344

Cables: Intalpharm London E6

Telex: 261553

Works and Laboratories:

Industrial Estate, London Road, Thetford, Norfolk.

Phone: Thetford 3301. Telex: 81239

A £15 MILLION MARKET

manufacturers then find they can't get the chemist to display them. Chemists do not take advantage of 'flash pack' price reductions and premium offers, but supermarkets do so immediately.

"Many chemists would benefit from turning their stores into self-selection bars where customers choose the products from shelves and then take them to the till. This saves the tedious asking over a counter—which almost eliminates impulse buying. Yet to take advantage of advertising campaigns chemists must use impulse buying. Women will see ads on television or in magazines and then if the theme is repeated at the point of sale it strikes a chord.

"But only rarely do they remember or care sufficiently to ask for it specifically. Manufacturers go to endless trouble to create this theme advertising and yet the chemist will not take advantage of it."

In different words, this was said to us over and over again by manufacturers interviewed.

Before you burst a blood vessel, remember that the shampoo market is highly competitive. There is very little brand loyalty and most purchases are on impulse. Impulse buying is fostered by integrating an advertising campaign with reminder-selling at the point-of-sale—in other words by obtaining full benefit from the advertising and making it work for you in your shop.

You may deplore the power of modern advertising, but it's an enormous force in the shampoo market and about £2 million is spent each year. Many chemists tend to stock a wide variety of brands with preference for the smaller ones which are less well supported by advertising, yet show a higher percentage margin. But the real money is in the brand leaders which are heavily advertised.

Space is a problem in many chemists' shops—but it must not be a reason for failing to cash-in on impulse purchases by point-of-sale displays. A reduction of the often too-wide range of slow-moving lines (and this applies to other things besides shampoos) would assist in the solution of this problem.

What about the specialist or "prestige" shampoos sold only through chemists or department stores? In this field, too, which the chemist can regard as his own, the manufacturers are critical, making the charge that chemists do not make use of promotional backing.

In some ways, the cards may seem to be stacked against the chemist: lack of space (although this can often be overcome by imaginative replanning and stock rationalisation) and the fact that supermarkets

and the like can buy in bulk at more attractive terms. But then, does the chemist himself always buy to his best advantage?

Too frequently the purchase of toiletries is left to an assistant who is only partially experienced and perhaps is even a junior, insufficiently knowledgeable to take advantage of trends and current advertising campaigns. Most salesmen are prepared to service guaranteed stock and order systems. Discounts vary at different times of the year, often according to whether an advertising splurge is in progress. The implications of promotion bonuses must be fully understood to achieve maximum profitability. Watch them like a hawk!

Even so, the chemist can't hope to get the discounts offered to the large-quantity buyers. Chemists' buying co-operatives might be the answer here—but this has yet to be proved.

With the unit-market pretty well static, the present fierce competition among manufacturers is likely to be even more intensified. That will mean harder promotion, bigger bonuses, larger premiums, more favourable terms. The chemist can learn to play these to his own advantage.

In spite of intensive competition most manufacturers believe that the existing range of shampoos will increase—there are already over 250—and many think that more specialist products will be launched. The trend away from sachets (a pack peculiar to the UK for shampoos) is likely to continue—a factor worth noting in planning display space.

The forecast that shampoo brands will continue to multiply (in spite of the fact that the market is virtually at saturation point) is based on an assessment of the lack of brand loyalty already noted. Shampoos are "emotional products" and women will always buy something new if it promises more beauty, more allure.

There is a well-established belief that after a while it is better for the hair to change one's shampoo and to continue doing so at regular intervals. Although the belief has no basis in fact it is one reason why advertising plays such an important rôle in this market—and why the chemist should energetically latch on to these campaigns and let the manufacturers do 90 per cent of the work for them—provided the chemist never forgets that his 10 per cent effort is vital.

The scales are not too heavily weighted in favour of the multiples and supermarkets, and it's worth remembering that chemists have certain advantages which should be fully exploited.

For example, while the overall sales percentages are swinging against the chemist, when a line extension or a new shampoo

is promoted the position is almost exactly reversed. Of this market 70 per cent goes to chemists and only 30 per cent to the supermarkets. There is nothing as nervous as a rich man, they say, and supermarkets will buy only when they are sure the product is going to sell enough to support their high overheads.

To that, the chemist may say that he resents the idea of being used as a "guinea pig" for a new product which, if seen to be successful, will then pass into the hands of his larger competitors.

The answer to that is that astute selection can show a very worthwhile return over a short period, and if, as we have said, it seems likely that the immediate future will see a number of new brand introductions, that return can be multiplied substantially. And this brings us to the chemist's strong card of flexibility.

He is in a position to get his customer anything from the wholesaler within a couple of hours—a service completely unobtainable from the supermarket. And there is still a large section of women who with a little trouble can be persuaded to buy their shampoo from chemists simply because they come in for cosmetics and so far the supermarkets have hardly moved into that field.

Take a leaf from the supermarkets' marketing manuals. Stock and promote a new line while it's being heavily advertised, is in demand, and may not yet be available from the multiples and supermarkets. Once demand falls off stop stocking it. Flexibility and a certain ruthlessness in buying are the key to greater profitability. The days when a chemist had to stock everything are over. They've got to be—economically.

So to sum up:

Keep close tabs on current advertising campaigns and stock and promote at point-of-sale during the campaign. When the advertising emphasis shifts, you shift with it.

In spite of supermarket competition, back the brand leaders; don't put your money into slow sellers just because they give you a better margin.

The "specialist" shampoos are yours. Don't ignore them.

THE BRAND LEADERS

Odhams Cosmetics Survey, 1968

	per cent
Vosene	11
Silvikrin	10
Sunsilk	8
Vaseline	8
Bristow	8
Super Soft	7
Loxene	5
Clinic	4
Boots	4
Avon	4



Only a baby gets more out of this than you.

Oh, yes. Babies do very-nicely-thank-you on Trufood Spoonfoods and Junior Foods. And so, let's face it, do chemists.

You see, we at Trufood are totally dedicated to producing the finest baby foods on the market. We take a lot more care than most. Both of our foods and our retailers. Mothers appreciate—and pay more for this care.

So you get a better profit.

This year we're putting 100% more effort behind our product. Including full colour spaces in specialist mother magazines telling the Trufood quality story.

As you know, we sell through chemists and only through chemists. The market is expanding. And Trufood sales are expanding even faster. So there's plenty in it for you.

A lot more mothers will be asking for Trufood this year. And many more babies thriving on it.

You'll thrive on it too. Write to us for details if you're not a stockist already.

Don't let the babies have all the fun.

Trufood Baby Foods
London Road, Guildford, Surrey.

'Emphasis on quality control will grow'

The emphasis now being placed on quality control in the pharmaceutical industry is likely to lead to still further increases in the work of control departments in the future. That prediction was made by Mr P. Cleevely, Nicholas Products Ltd, at an Interphex conference.

Various codes of good manufacturing practice were now being considered by national and international organisations and they would, when ratified, markedly influence the future pattern of quality control.

Many new techniques of analysis had been adapted to pharmaceuticals over the last 20 years, but so far automation had not been widely adopted. That was because the high capital outlay often could not be justified economically as the production of small batches meant either frequent changeover of analytical systems or investment in more machines.

Automation might have wider application if the principle of single dose assays became accepted.

Mr Cleevely pointed out that the content uniformity test currently required by the United States Pharmacopeia for 14 tablets was to be extended in the next edition.

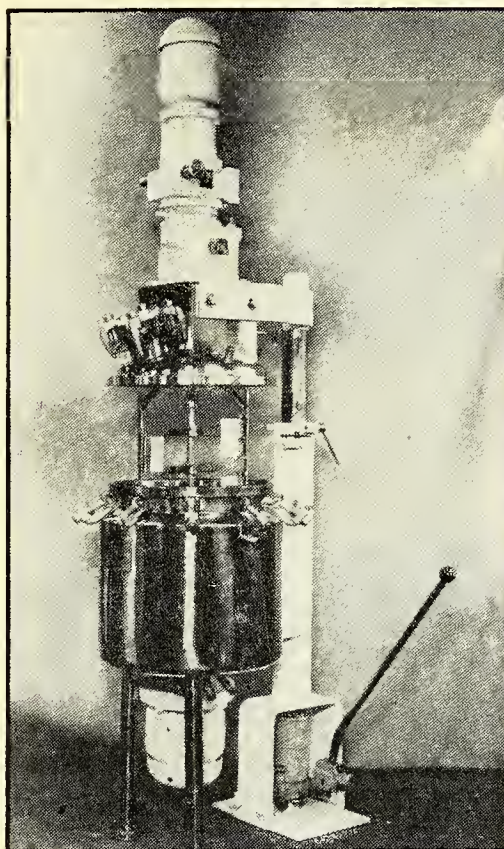
He thought it doubtful whether such a requirement would become general in European compendia. One of the main objections was that the tablet was destroyed in the assay which prevented a repeat if the tablet failed.

The first attempt to standardise the dissolution rate test for tablets was to be introduced in to the next edition of the USP and NF, being applied initially to six tablets. It was important that the results of such *in vitro* tests should be related to *in vivo* results. However, once the necessary conditions for the drug and its formulation to achieve a satisfactory absorption pattern had been achieved a reasonably precise correlation could be made. Standardisation of the test was essential if inter-laboratory agreement was to be achieved.

Prediction of plastics permeability

One of the drawbacks of plastics as packaging materials for cosmetics is the possibility of losing ingredients, particularly perfumes and volatile solvents, by permeation through the pack.

Mr C. A. Brighton, polymers division, BP Chemicals (UK) Ltd, drew attention at an Interphex conference sponsored by the Society of Cosmetic Chemists to some work that allowed the extent of that permeability to be predicted for a new



Pharmix processing vessel (T. Giusti & Son), and Accela-Cota for tablets (Manesty)

material thus giving an estimate of its suitability as a material for a container.

He described how it had shown that by plotting the number of carbon atoms in each member of a homologous series of saturated hydrocarbon polymers against the permeability of the polymer gave a straight line graph. Using unsaturated hydrocarbons a line parallel to the first had been obtained.

A similar result had been obtained with hydrocarbons having various different functional groups in the molecule. Always a line of the same slope but in different positions emerged.

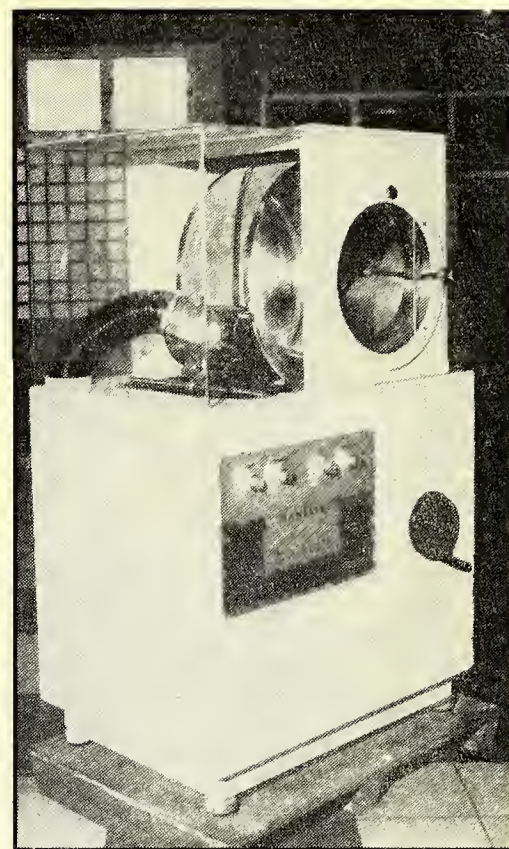
From the results it had been possible to determine a factor known as a "permachor" value that would be needed to restore any line to the position of that of the saturated hydrocarbon. Branched chain hydrocarbons gave a line of different slope but the permachor values remained the same. Tables of permachor values had been obtained for many types of functional group.

Thus knowing the permachor value and a mathematical factor obtained from the slope of the line it was possible to calculate the probable permeability of a new polymer.

Allowance would, of course, have to be made for variables such as thickness of plastic, humidity, temperature and the degree of crystallisation of the polymer. Permeation took place entirely through the amorphous component of the plastic but suitable treatment could increase the degree of crystallisation.

Mixing vessel for sterile processing

A new type of processing vessel for handling liquids, creams or semi-solids under sterile conditions was shown by T. Giusti & Son Ltd, 202 York Way, London N7,



available in sizes from laboratory scale and upwards. The Pharmix model demonstrated comprised a 12 gal stainless steel steam-jacketed pan capable of withstanding pressures up to 20 psig and a 28in Hg vacuum.

A 1 HP motor drives an agitator comprising a contra-rotating stirrer (at from 6-36 rpm) and scraper fitted with hinged PTFE blades (at 12-72 rpm). The agitator, which can be fitted with an emulsifying head working at 3,000 rpm, is lifted by a hydraulic ram. The top of the vessel is fitted with two sight-glasses.

10,000 tablets each minute

Manesty Machines Ltd, Speke, Liverpool, were showing for the first time in the United Kingdom an example of their Mark II Rotapress tableting machine, which has an output potential of 10,000 tablets and upwards each minute. A feature of the Mark II is a central control panel which on the 55 machine exhibited shows the operator the punch, air and oil pressures, ammeter and tachometer readings at a glance.

The Mark II is also available with 37 die stations giving 3,550 tablets per minute, and with 45 stations giving 8,200 tablets per minute. A new development is the Maxi-Lock. The lock has given greater strength to the ribs between the dies allowing 61 stations to be incorporated. With that number of stations, 11,100 tablets can be made each minute.

Also on the Manesty stand was the Accela-Cota unit, said to cut the time needed for film-drying by half. Air is drawn through the tumbling bed of tablets in a vertically mounted perforated steel drum (24 or 48 in). Coating fluid is sprayed on by a unit provided by the customer.

SELLING FAMILY DOCTOR BOOKLETS



TREATMENT IS NOT ENOUGH

by Dr Trevor Weston, Editor,
Family Doctor Publications

The task of Family Doctor Publications has never been easy, although it has usually been exciting. The department has frequently, and probably rightly, found itself trying to satisfy patently conflicting demands—that its productions shall be reliable, attractive to those at whom they are aimed, acceptable to the many thousands of doctors—and commercially viable.

Riding that conflict has usually been invigorating for us although it has inevit-

ably meant that on some few occasions we have either failed to attract sufficient readers or incurred the disapproval of some doctors. Far more often, however, we have attracted a surprisingly large readership and the applause of the medical profession.

Preventive medicine and health education—and surely they must always go hand-in-hand—remain a constant area of concern for all doctors, even though few, at present, have much time or incentive to pursue them actively. They are also fields in which the BMA has always accepted and, indeed sought, involvement.

Historically, the involvement has taken many forms. One of the most ambitious and significant was the decision to set up a special publishing organisation with this

purpose in mind. It was a logical result of the concern of the profession as a whole, and the BMA in particular, for the promotion of health education. But it was nonetheless a courageous leap into a field that others, from the Ministry of Health on the one side to commercial publishers on the other, have recognised as being full of pitfalls.

So it was that in 1950 the Family Doctor department of the BMA was set up and given the task of preparing and publishing health education material. It was also charged, very reasonably, with doing this at no cost to the funds of the Association.

Initially, the department's activity was confined to the publication of *Family Doctor*, a monthly magazine concerned with producing authoritative information on illness and health, for sale to the public through commercial channels.

But, as time went by, it became clear from the steady volume of requests both from within the profession and from the general public that activities should be extended to the publication of booklets on subjects of special concern. The challenge was taken up and so far more than 50 booklets have been published, on subjects ranging from "Having a Baby" to "Health and Happiness in Retirement."

No activity of this kind can meet the need for which it was created in an imaginative and effective way, without occasionally incurring disapproval from some quarter. Nevertheless, there is no doubt that the activities of the Family Doctor group have been successful in an area which is largely uncharted and known to be strewn with commercial as well as professional hazards and heartaches.

Indeed, the Family Doctor Publications group and its activities have no parallel anywhere else in the world. Our booklets sell well overseas, particularly in Commonwealth countries.

What is the situation that faces Family Doctor Publications today? It is a paradoxical position: on the one hand there is probably a greater need and therefore a greater market for our productions than ever before; on the other we are faced with an increasingly sophisticated and fastidious market, demanding higher and more specialised standards of presentation.

We thus find ourselves presented with a highly exciting but complex challenge. What are the key factors at work in this situation and how do we propose to meet them?

Firstly, people in general have never been so well informed about medicine, largely through an overall rise in standards of literacy and the effect of television and other means of mass communication in providing information and stimulating interest.

Secondly, we are faced with an apparently insatiable public appetite for anything to do with medicine and doctors. It is expressed on television in terms of serials about doctors and hospitals, plus many documentary features, and in the newspapers by an increasing number of feature articles on medicine and related subjects.

All this points to a substantial public

hunger for information about medical and health matters, and it is important that the hunger be fed with material that is accurate and emanates from reputable sources. Family Doctor Publications is surely one of the more important sources and must produce material that is both sufficient and of the right sort for the current need—otherwise it is certain to be met from other, and possibly less desirable, sources. The material we have already produced is suitable, but with this particular situation in mind, we are also producing a new series with the generic title "So Now You Know About ..."

The third major factor in the situation that faces Family Doctor Publications at this time is that the idea that many diseases are in fact preventable, has at last begun to strike the public with some force. In consequence there is now clearly detectable a gradual shift in the balance of public interest towards the maintenance of health as distinct from the management of disease.

Most doctors, I feel sure, would agree that this is a trend that should be encouraged and fostered. In fact, however, there are few people or organisations active in the field of preventive medicine in the sense of health education. Our contribution to this area is a new series under the generic title "How Not to Get ..."

Our task at Family Doctor is not merely to get our subject matter right. Neither is it sufficient for us simply to get our means of presentation right. Even achieving both together will not guarantee success in our endeavours. For we are left with perhaps the most formidable of all our tasks—to see that our productions reach those for whom they are designed; those that we believe will be helped to healthier, richer lives by them.

It has seemed to us that our natural allies in this field should be pharmacists, and we consequently entered into marketing arrangements with the National Pharmaceutical Union and Boots Ltd. As a result, the sales of our booklets have substantially increased. Our circulation figures are still, however, far below what they need to be if we are going to achieve our purpose in the field of health education and preventive medicine, and what they should be in terms of the substantial amount of notice and approval which each new publication receives in the Press, on radio and on television.

One of the factors in this situation is that although we have special arrangements for pharmacists only a minority avail themselves of them. The reasons are several and they cannot easily be overcome. We quite understand that pharmacists are not, in general, anxious to become booksellers. And that, even though we are happy to give a generous discount margin on our cover price, because this itself—at 1s 6d—is so low we are not well placed in the competition for counter space.

We can only hope that you will join us in feeling that this is a service that we ought to provide for the communities we both seek to serve.

SALES-SUCCESS: FOUR CASE HISTORIES

Family Doctor booklets may not be big money spinners in themselves, but their sale can bring in considerable follow-up business and undoubtedly creates goodwill if well handled.

The benefits do not come without effort, however, and nothing will ever be achieved with a "display" of half a dozen dog-eared copies. If that description about sums up your support for the series, perhaps the experience of some chemists who have promoted the booklets successfully will put matters in a different light.

Mr J. Britton runs a pharmacy at Long Eaton, Nottingham, a "middle-class" market town of 35,000. He sells about 500 booklets a year—yet refuses to consider the "voucher" system—because he believes impulse buying brings best results.

The top six titles at Long Eaton are Slimming, Smoking — especially around Budget time — Problems of Childless Marriage, Change of Life, and Facts of Life, together with Getting Married. A full range of titles is stocked.

Mr Britton keeps a permanent display — on the counter whenever possible — but also utilises the sides of fixtures and show cases that can be seen by those waiting for prescriptions. Occasional window shows provide additional support, and in the annual "baby fortnight" special prominence is given to those booklets dealing with the health and welfare of mothers-to-be, mothers, babies and children.

Serving an "industrial" community, Mr Hucklesby's pharmacy at High Wycombe, Bucks, gets through nearly 300 booklets a year. Almost all titles are stocked, the biggest sellers being Slim Safely, 15+ Facts of Life, Having a Baby, Change of Life, Infectious Diseases of Childhood and Facts of Life.

A wire stand is used for display (not supplied by FDP), showing as many titles as possible. It is sited by the dispensary hatch, and many people waiting for prescriptions purchase booklets. Mr Hucklesby puts on no special promotions but finds the voucher system "a splendid idea" which has been well received locally. A large, comprehensive display is deemed necessary to maintain a worthwhile turnover because, once again, purchases are mainly on impulse.

Marlow, Bucks, is a small urban town with a "middle/high class" population, many of them "commuters". At the Marlow Pharmacy, Mr M. V. V. Leggate estimates he sells about 150 booklets in a year—without a permanent display.

However, occasional window displays are put in, with as many titles as possible laid out in a "panorama". Leading sellers are Family Planning and Slim Safely. Forty-seven of the 54 titles are stocked but the voucher system is still found useful.

At this rate of turnover, profit cannot

be a main motive, but Mr Leggate finds the booklets a useful low-cost line which enables sensible advice on health matters to be offered to customers.

Mr F. Murley operates three pharmacies in a rural-turned-industrial area near Southampton. Between them, more than 400 booklets have been sold in the past twelve months — though Mr Murley expects a greater turnover in future because many popular titles have not been available for a full year.

About half the sales are through the Hythe pharmacy, which is sited opposite a large health centre—and therefore has a heavy dispensing business. The premises are divided into two linked sections, one with dispensary and medical, surgical, dietary and baby products, the other with toiletries, cosmetics and photographic.

Since the opening just over two years ago, Mr Murley's company has tried to sell the booklets to patients waiting for prescriptions.

To help, a revolving hair accessory stand was pressed into service (the maker had supplied a new stand and did not want the old one back). Only limited number of booklets can be displayed, and they can become untidy but, says Mr Murley, "it fulfils its purpose in enabling waiting patients to browse." The unit is shown in the title illustration opposite.

Nearly all titles are stocked so that vouchers are of little help. The other shops have a counter "stand" and the display piece supplied, respectively.

Top titles are Slim Safely, Facts of Life, Anxiety, Nervousness and Depression, How Not to Get a Coronary, Preparing to Have Your Baby, 15+ Facts of Life and Infant Feeding. Demand fluctuates, Mr Murley finds, with current interest in subjects aroused by the news media. He feels there may be a case for restricting titles to subjects with such "news interest" because for many other topics the public do not require the amount of detail the booklets provide.

One of the main complaints of stockists has been that titles cannot be displayed to advantage without taking up a lot of space—but a revised layout of the covers seems to be overcoming that problem.

The quality of the display aid is also criticised, but the need to make one available free meant that cost had to be kept to a minimum. What seem to be required, however, are wall-fixing and floor-standing units, each in two sizes to take the range or just best sellers.

There is the criticism that customers often learn of the booklets before they are available—but a new scheme enables stockists to be sent a few copies of all new titles, if they wish. Doctors are also said not to give the support they might. Some pharmacists would like an incentive quantity discount. All are agreed, however, that it is *display* that counts once the initial demand created by publicity has subsided.

To sum up, then; on display, Family Doctor booklets *do* sell. They engender goodwill and the right sort of professional atmosphere in the pharmacy. Profit is likely to accrue from what you make of the opportunity.

TRADE MARKS

Applications advertised before registration
'Trade Marks Journal' December 3, 1969
No. 4762

Romney Come Alive, B930,018, **Romney Overtones**, B930,022, by Pfizer Ltd, Sandwich, Kent. For perfumes, eau de Cologne, cosmetic preparations, dentifrices, non-medicated toilet preparations, toilet articles, soaps and essential oils (3)

Domino, 933,628, by Unilever Ltd, Birkenhead, Ches. For soaps, detergents (not for use in industrial or manufacturing processes) and preparations for laundry purposes (3)

APD Multamix, B934,199, by Aptaker Products Division Ltd, London W 2, **Blue Horizon**, 937,694, by Lever Industrial Ltd, London E 1. For soaps, detergents (not for use in industrial or manufacturing processes); etc. (3)

Neutracreme, 934,440, by Wella (Gt. Britain) Ltd, Basingstoke, Hants. For preparations for the hair, all in the nature of creams (3)

Reussite, B935,046, by Laboratoire Garnier SA, Paris, France. For preparations for the hair, essential oils, cosmetics, perfumes, non-medicated toilet preparations, toilet waters, toilet soaps, dentifrices and depilatory preparations (3)

Loveshine, 938,451, by Smith Kline & French Laboratories Ltd, Welwyn Garden City, Herts. For perfumes, perfumed non-medicated toilet preparations, essential oils and cosmetics (3)

Prelude, 938,465, by Yardley & Co Ltd, London W 1. For perfumes, non-medicated toilet preparations, cosmetic preparations, dentifrices, depilatory preparations, toilet articles, sachets for use in waving the hair, shampoos, soaps and essential oils (3)

Farm Protection, B909,666, by Farm Protection Ltd, Harrogate, Yorks. For fungicides, insecticides, herbicides (5)

Colinon, 927,406, by NV Verapharm, Boxmeer, Netherlands. For medicinal and pharmaceutical preparations for veterinary use (5)

Dermaleep, 927,874, by Laboratoire du Dermophil Indien, La Ferte-Macé (Orne), France. For pharmaceutical preparations; preparations for use in hygiene; all for use in the treatment of the lips (5)

Rheumascitza, B927,949, by Damart Thermawear (Bradford) Ltd, Bingley, Yorks. For effervescent pharmaceutical preparations containing mineral salts, paracetamol, nicotine acid, calcium, phosphorus, potassium and vitamins, for internal use for the treatment and alleviation of rheumatism and like complaints (5)

Fisons Fina-Rose, 928,680, by Fisons Ltd, Felixstowe, Suffolk. For preparations for killing weeds and destroying vermin, all for use in the treatment, culture and propagation of roses (5)

Fisons Fina-Turf, 928,682, by Fisons Ltd, Felixstowe, Suffolk. For preparations for killing weeds and destroying vermin, all for use in the treatment, cultivation or propagation of turf (5)

Algimist, 932,289, by Peter Lunt & Co Ltd, Bootle, Lancs. For pharmaceutical preparations in aerosol form for the relief of rheumatic and like pains (5)

R&S5050M, B933,259, by Reckitt & Sons Ltd, Hull, Yorks. For antagonists for drugs used in the immobilisation of animals (5)

Highmac, 933,454, by Highmac Ltd, Craigellachie, Scotland. For preparations for use as nutritional aids by addition to animal feeding stuffs (5)

Duatrol, 936,632, by Smith Kline & French Laboratories Ltd, Welwyn Garden City, Herts. For pharmaceutical, veterinary and sanitary preparations and substances; preparations for killing weeds and destroying vermin (5)

Tetralute, 935,692, by Miles Laboratories Inc, Elkhart, Indiana, USA. For pharmaceutical and sanitary preparations and substances (5)

Brocafert, 936,715, by NV Koninklijke Pharmaceutische Fabrieken v/h Brocades-Stheeman & Pharmacia, Amsterdam, Holland. For pharmaceutical, medicinal and veterinary preparations; medical and surgical plasters; material prepared for bandaging; and disinfectants (5)

Cosmol, 935,731, by NV Koninklijke Pharmaceutische Fabrieken v/h Brocades-Stheeman & Pharmacia, Amsterdam, Holland. For medicinal preparations for human use; medicinal and surgical plasters and material prepared for bandaging (5)

Bettacard, 939,050, by Beecham Group Ltd, Brentford, Middlesex. For pharmaceutical, veterinary and sanitary preparations and substances (5)

Rectoidal, 939,623, by E. R. Squibb & Sons Ltd, Twickenham, Middlesex. For pharmaceutical preparations in suppository, ointment, cream or like form, for the treatment of haemorrhoids (5)

Baysol, 939,904, **Bayrusil**, 942,232, **Bayfolan**, 942,306, by Farbenfabriken Bayer AG, Leverkusen, Germany. For preparations for killing weeds and destroying vermin, insecticides, pesticides, rodenticides, herbicides and fungicides (5)

Bufedon, 940,884, by Cedona Haarlemmer Pharmaceutische Fabriek NV, Haarlem, Holland. For pharmaceutical preparations and substances (5)

Optivet, 942,970, by Optrex Ltd, Greenford, Middlesex. For pharmaceutical preparations and substances for veterinary use (5)

Mofitrel, 941,748, by E. R. Squibb & Sons Ltd, Twickenham, Middlesex. For tranquillising and anti-depressant pharmaceutical preparations (5)

Lavara, 942,630, by Reckitt & Sons Ltd, Hull, Yorks. For laxative preparations all being for sale in the United Kingdom otherwise than for export but not excluding goods for export to the Irish Republic (5)

Orandrone, 942,704, by Organon Laboratories Ltd, Morden, Surrey. For pharmaceutical preparations and substances for human and veterinary use (5)

Licskin, B934,675, by Clutson-Penn International Ltd, Coalville, Leics. For elastic stockings for medical or surgical purposes (10)

'Trade Marks Journal' December 10, 1969
No. 4763

Estivalia, 929,237, by Antonio Puig SA, Barcelona, Spain. For soaps, non-medicated toilet preparations, cosmetics, perfumes, dentifrices, preparations for the hair and toilet articles (3)

Pirogue, 931,138, by Aaron Sam Gee and Alfred Henry Griffiths, London W 1. For perfumes, non-medicated toilet preparations, cosmetics and preparations for the hair (3)

Wella Combat, 931,753, by Wella (Gt. Britain) Ltd, Basingstoke, Hants. For preparations for the hair (3)

Mum Fresh & Dry, 932,612, by Bristol-Myers Co, New York, USA. For cosmetics and non-medicated toilet preparations; preparations for the hair; dentifrices (3)

Prell Shampoo (device), B934,192, by Procter & Gamble Ltd, Newcastle-upon-Tyne. For shampoos (3)

Maicare, B935,072, by Allcock Products Ltd, Ormskirk, Lancs. For non-medicated preparations for manicuring and caring for the hands (3)

Samet, 937,026, by Kozmetika, Narodni Podnik, Bratislava, Czechoslovakia. For soaps, perfumes, non-medicated toilet preparations, essential oils, cosmetics, preparations for the hair and dentifrices (3)

Jewel, 938,196, by Clynol Ltd, London W 1. For non-medicated preparations for the hair (3)

Solcain, 938,854, by Helena Rubinstein Ltd, London W 1. For perfumes, non-medicated toilet preparations, cosmetics and shampoos (3)

(device), 915,339, by Smith Kline & French Laboratories Ltd, Welwyn Garden City, Herts. For pharmaceutical and veterinary preparations, all being in capsule form (5)

Nutrifax, 925,086, by Hull Veterinary Chemicals Ltd, Hull, Yorks. For veterinary preparations for the treatment of anaemia in piglets, all for use by injection (5)

Meta (device), 929,628, by Lonza Ltd, Basle, Switzerland. For insecticides, and preparations for destroying vermin, snails and slugs (5)

Pivampen, 937,292, **Pondocillin**, 937,850, **Vomisan**, 943,730, by Løvens Kemiske Handels AS, Ballerup, Denmark. For pharmaceutical and veterinary substances and preparations (5)

Steramist, 937,546, by Lagriff Ltd, London W 1. For disinfectants in aerosol form (5)

Manusept, 940,405, by Hough, Hoseason & Co Ltd, Levenshulme, Manchester. For antiseptic preparations for cleaning the hands; antiseptics and disinfectants (5)

Bensed, 940,452, by Parke Davis & Co, Detroit, Michigan, USA, and Hounslow, Middlesex. For pharmaceutical preparations and substances for human and veterinary use (5)

Clinnycin, 940,746, by Glaxo Laboratories Ltd, Greenford, Middlesex. For antibiotic pharmaceutical and veterinary preparations and substances (5)

Eurocross (device), B931,450, by NV Koninklijke Pharmaceutische Fabrieken v/h Brocades-Stheeman & Pharmacia, Amsterdam, Holland. For pharmaceutical, veterinary and sanitary substances; infants' and invalids' foods; medical and surgical plasters, material prepared for bandaging; material for stopping teeth, dental wax; disinfectants; preparations for killing weeds and destroying vermin (5)

Mum Fresh & Dry, 932,613, by Bristol-Myers Co, New York, USA. For deodorants (5)

Asthmalyte, 940,804, by Nu-Organic Remedies Ltd, London SW 1. For pharmaceutical and medicinal preparations, all for use in the treatment of asthma (5)

Sea Garden, 941,100, by Avon Cosmetics Ltd, Northampton. For sanitary preparations and substances; deodorants; room deodorisers and air freshening preparations (5)

Oppazone, 941,417, by Oppenheimer, Son & Co Ltd, London SW 9, **Capvital**, 945,683, by International Generics Ltd, Hove, Sussex. For pharmaceutical preparations and substances (5)

Retifon, 942,154, by Roche Products Ltd, Welwyn Garden City, Herts. For pharmaceutical, veterinary and sanitary substances (5)

Verton, 944,010, by E. R. Squibb & Sons Ltd, Twickenham, Middlesex. For oral contraceptives (5)

Azopentrex, 945,195, by Bristol-Myers Co, New York, USA. For pharmaceutical and medical preparations and substances (5)

Ulvair, 946,082, by CIBA Ltd, Basle, Switzerland. For chemical preparations for killing weeds and destroying vermin (5)

'Trade Marks Journal' December 17, 1969
No. 4764

Clairol Tip'n Frost, 867,529, by Bristol Myers Co, New York, USA. For hair tints, hair dyes and hair bleaches (3)

Goldenmellow, B931,748, by KK Shiseido, Tokyo, Japan. For soaps, perfumes and non-medicated toilet preparations, essential oils, cosmetics, hair lotions and dentifrices (3)

Haikaratc, 932,900, by Aaron Sam Gee, London NW 8. For non-medicated toilet preparations, soaps, perfumes, cosmetics, preparations for the hair and dentifrices (3)

Amalteia, 933,065, by Compania Internacional de Farmacia Laboratorios Landerlan SEA, Madrid, Spain. For perfumes cosmetics, non-medicated toilet preparations for the hair, soaps and dentifrices; none of the aforesaid goods being in liquid form (3)

PPlunge, B934,726, by Yardley & Co Ltd, London W 1, **Kaftan**, 937,439, by Studio Cosmetics Ltd, Havant, Hants. **Golden Velvet**, B942,395, by Rosmarine Manufacturing Co (1954) Ltd, London EC 2. For perfumes, non-medicated toilet preparations, cosmetic preparations, dentifrices, depilatory preparations, toilet articles, sachets for use in waving the hair, shampoos, soaps and essential oils (3)

Tosan, 921,506, by Blendax-Werke R. Schneider & Co, Mainz/Rhein, Germany, **Snowflower**, 941,288, by Yardley & Co Ltd, London, W 1. For deodorants for personal use. (5)

Fortrol, 930,348, by Shellstar Ltd, London SE 1. For insecticides, larvicides, fungicides, pesticides; preparations for killing weed and destroying vermin; all for use in agriculture, horticulture and in forestry (5)

Sulfastrep, B931,269, by Merck & Co Inc, Rahway, New Jersey, USA. For medicinal and pharmaceutical preparations and substances for human and veterinary use; sanitary substances; all containing sulphonamides and all for use in treating streptococcal infection (5)

Aponti, 931,496, by Aponti Kindernahr-Mittel GmbH, Cologne 5, Germany. For dietetic foods, none being in the form of beverages, other than beverages containing grain or meal (5)

Doziec, 934,860, by R. P. Drugs Ltd, Leeds 7, Yorks. For pharmaceutical and veterinary preparations and substances (5)

Fesoral, 938,203, by Delalande SA, Courbevoie, France. For pharmaceutical products (5)

Milcurb, 938,795, by Plant Protection Ltd, London SW 1. For insecticides, fungicides, herbicides, weedkilling preparations and chemical preparations for desiccating and defoliating plants (5)

Viovet, 945,898, by CIBA Ltd, Basle, Switzerland. For pharmaceutical preparations and substances for veterinary use, veterinary disinfectants (5)

NEW PRODUCTS AND PACKS

Over-the-counter medicinals

For sale and prescribing

William R. Warner are launching their new oral anti-infective agent, Oraldene, to both ethical and retail markets at the same time. The reason is said to be the product's effectiveness in a wide range of conditions upon which pharmacists are called to advise, including sore throats, mouth ulcers, oral thrush, gingivitis and halitosis. (See also "Prescription Specialities.")

Oraldene is said to remain active in the mouth for up to eight hours after use because of its strong affinity for dental plaque and oral mucous membrane. (William R. Warner & Co Ltd, Eastleigh, Hants.)

Sundries

Actifresh aerosol

Phillips Patents Ltd are marketing Actifresh in aerosol form. It contains a bacteriostat and fungistat currently used by manufacturers of branded goods such as bedding, clothing and shoes. Actifresh, however, is being marketed for those who wish to ensure "personal freshness." Manufacturers state that it may be used not only for shoes, socks and stockings but for under and over garments. The product is being distributed by Phillips through wholesalers. The pack is an aerosol of 6½ oz (8s 9d). (Phillips Patents Ltd, Dantzic Street, Manchester M4 4JH.)

Baby foods

New and improved Trufood varieties

Trufood are adding a new bacon and egg variety to their Spoonfoods range and are improving and retitling the mixed vegetable variety.

The new Spoonfood complements the top-selling junior food. To help chemists announce it in displays, a temporary shelf title strip is included in each case of initial stock, and will be replaced with a permanent strip by the representatives during their calls.

As depot stocks of last season's Spoon-



foods mixed vegetables become exhausted they are being replaced by an improved version which includes cream among the ingredients—and is re-titled creamed mixed vegetables. Both varieties sell at 11d. (Trufood Ltd, London Road, Guildford, Surrey.)

Another sweet

A recommendation by a representative panel of mothers of young babies has caused Farleys to add a new baby sweet variety to their range of instant baby foods. Raspberry Sweet (1s 4d) is to be backed by a heavy promotional activity and national sampling operation. (Farley's Infant Food Ltd, Torr Lane, Plymouth, Devon.)

Cosmetics and toiletries

Re-designed for Brut

A new see-through plastic carton has been adopted for Brut. First available in the new pack is Brut's most popular size, the Split (49s 6d). The medallioned green bottle with its chrome top is instantly recognisable. Also re-designed is the pack for Brut talc which is now in a chunky green flask, pepper pot top (25s). Offered in display outer packs of six. (Fabergé Inc, Ridgeway, Iver, Bucks.)

PRESCRIPTION SPECIALITIES

Prescription Specialities is a new feature giving up-to-the-minute details of new proprietaries intended for supply mainly on prescription. It replaces Guide to New Medicaments. Reprints on gummed paper are available free from the Editor

TRIPERIDOL syrup

Manufacturer Janssen Pharmaceuticals, Saunderton, High Wycombe, Bucks

Description Blackcurrant flavoured syrup containing 0.1mg trifluoperidol per ml

Indications Behavioural disorders in children; schizophrenia in adults unable to take solid oral medication

Contraindications Neurological conditions attended by pyramidal or extra-pyramidal symptoms

Dosage To be adjusted for each individual patient—see literature

Precautions May potentiate the effects of morphine and the barbiturates

Side effects May produce side effects of extra-pyramidal character: well controlled with anti-Parkinsonism drugs

Dispensing diluent Syrup BP

Packs 500ml, trade price 31s 10d

Supply restrictions PI, S4B

Issued December 1969

NUMOTAC tablets

Manufacturer Riker Laboratories, Loughborough, Leics

Description White bi-convex tablets containing 10 mg isoetharine hydrochloride in a porous plastic matrix. Bears the imprint "NT," "RIKER" on reverse

Indications relief of bronchospasm in bronchial asthma, chronic bronchitis and pulmonary emphysema.

Contraindications Cardiac disease, hypertension, thyrotoxicosis

Dosage One three or four times daily. (The 10-mg tablet should not be broken, and this dose is not recommended for children aged 12 years or under)

Notes Dosage in excess of that recommended does not produce any increase in bronchodilator effect

Side effects Unlikely within the recommended dose range. With higher doses, or in persons sensitive to sympathomimetic amines, tachycardia, palpitations, tremor or vertigo may occur.

Storage Room temperature in dry conditions

Packs 100 (trade 20s + 7s 6d tax) 500 (90s + 33s tax)

Supply restrictions PI

Issued January 1970.

ORALDENE liquid

Manufacturer William R. Warner & Co Ltd, Eastleigh, Hants.

Description Red liquid containing hexetidine 0.1 per cent w/v.

Indications Infections of the mouth including gingivitis, stomatitis, aphthous ulcers, thrush, pyorrhoea pre- and post-dental surgery and dental ulcers. As an adjuvant to systemic treatment of tonsillitis and pharyngitis.

Method of use Rinse the mouth 2-3 times a day or more if necessary. Should be used undiluted.

Packs 200-ml bottle (4s 6d trade, 6s 9d retail).

Issued January 1970.

TRADE NEWS

Fragrance training plan for sales girls

Dana Perfumes are planning a training programme for salesgirls which will be devoted entirely to fragrance. Its aim will be boosting UK perfume sales, by teaching the girls in pharmacies and stores to match any woman with her most flattering fragrance.

Such training is the idea of Mr M. Sullivan, Dana sales manager, who says that his company's research has shown that 9 out of 10 women are not being given the correct advice in this matter.

Dana's training programme — to cover all major cities in the UK — will be geared to helping trade and giving the shop a reputation for excellent service on this type of product.

Dana are not yet revealing exactly what format the training programme will take, but apart from becoming fragrance experts, the girls are expected to improve their sales technique as a result of the scheme. (Dana Perfumes Ltd, 19 Grosvenor Street, London W1.)

Two purchase tax exemptions

The new Hoechst oral antidiabetic agent, Daonil, is now exempt from purchase tax. Revised trade prices are 100 66s; 500 330s. (Hoechst Pharmaceuticals, Hoechst House, Kew Bridge, Brentford, Middx.)

Boots Pure Drug Co Ltd have advised that Anodesyn suppositories are no longer subject to purchase tax. They are still being issued in packs of 12 (3s 6d) and 72 (17s 6d).

Ilford photo equipment

The Elmo range of cine equipment, formerly distributed by Ilford Ltd, is now being handled by CZ Scientific Instruments Ltd, 93 New Cavendish Street, London, W1A 2AR. All servicing commitments for Elmo equipment, whether under the brand name Elmo or Ilford-Elmo, will be honoured by the new distributors.

At the same time Ilford Ltd announce that since January 1 they are no longer able to supply their range of Ilfomatic 126 cameras and camera outfits.

Agency lines still available

Inter-Alia Pharmaceutical Services say that their announcement that the importation of foreign proprietaries and specialities will cease, has been misinterpreted by some pharmacists. Only special orders for foreign items are affected, and the agency lines KH3, Hirudoid, Combizym Co, Movelat, Luizym and Arteparon remain available. (Inter-Alia Pharmaceutical Services Ltd, Raphael House, 226 High Street North, London E 6.)



New packs for Cannon's baby feeding products See story column two

Three Cannon packs

The Cannon Rubber Manufacturers Ltd, Ashley Road, Tottenham, London, N 17 have extended their range of baby feeding products with three new packs. Item No. 161 is a Nurser teat pack containing three medium-hole-size teats (2s 6d) "designed for the replacement market at low cost." The teats fit the wide neck nurser bottle. Item No. 164 is a cap, disc and teat set (1s 6d), a complete replacement service for the wide neck Nurser bottle; and item No 130 is an all-rubber soother of safe construction (2s). The new products are packed in royal blue and silver cartons with instructions for use in four languages and assembly diagram where applicable.

In addition, supplies of the Cannon baby book, recently brought up to date, are free on request.

Larger packs of Ceporex

Glaxo Laboratories announce that from January 5, Ceporex capsules 250 mg and 500 mg will be available in packs of 100, in addition to the existing pack of 20. (Glaxo Laboratories Ltd, Greenford, Middlesex.)

ON TV NEXT WEEK

Ln = London; M = Midlands; Lc = Lancashire; Y = Yorkshire; Sc = Scotland; WW = Wales and West; So = South; NE = North-east; A = Anglia; U = Ulster; We = Westward; B = Border; G = Grampian; E = Eireann; CI = Channel Islands

Andrews liver salt: All areas

Askit: Sc, B, G

Beechams powders/tablets: All except E

Buttercup syrup: Lc, Y, NE

Eno: Ln, M, Lc, Sc, WW, So, U

Free and Lovely: All except E

Fynnon Spa: All except E

Macleans: All except E

Phyllosan: WW

Setlers: M, Lc, WW, So, U

Trufood: M, Lc, Y, So

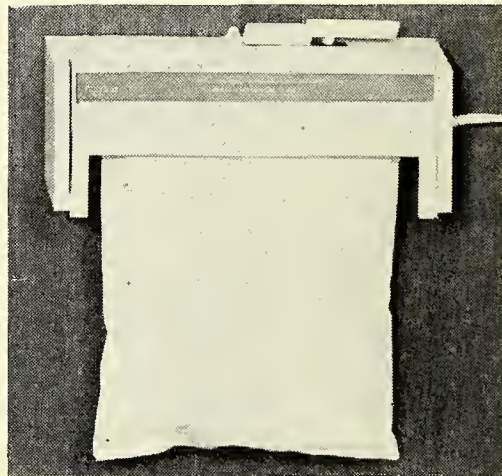
Venos: All except E

PROMOTIONS

Waste disposal unit offer

Lilia-White are offering users of Dr White's size 3 sanitary towels a compact waste disposal unit for £8 7s 3d, including postage.

Touching a button on the unit hermetic-



ally seals an inexpensive opaque polythene bag ready for disposal through the usual channels of refuse collection, and eliminates the use of pedal bins and other insanitary methods. (Lilia-White (Sales) Ltd, Charford Mills, Birmingham 8.)

Mr Quorange in Humpty Dumpty

"Mr Quorange," the animated character in the television commercial advertising the eight flavours of Quosh, is appearing "live" in Humpty Dumpty on Ice which runs at Wembley's Empire Pool until March 7. He appears in the "land of nursery rhymes" sequence, greeted by his theme song.

The venture is seen as being useful in creating a high awareness of Mr Quorange amongst children, especially as January to March is generally slack for consumer advertising in the squash market. (Beecham Products [UK], Beecham House, Great West Road, Brentford, Middlesex.)

Photographic equipment review

Halina Super 8 Cine camera, made in Hong Kong and distributed in Britain by *J. J. Silber Ltd*, 11 Northburgh Street, London EC 1. Recommended retail price £16 19s 6d.

This is a straightforward Super 8 cine camera, with clean lines and restrained styling in grey and satin-chrome with black trim. The main component of the body is a grey enamel-finished die-casting on to which the other pressed-metal housings are screwed.

The front panel is simple, too, with the lens housing offset to the left as one looks at the camera end on. The viewfinder opening is at the top right-hand corner, and below it are two small knobs the upper of which has two positions—normally with the filter swung in and the other with it out for artificial light filming. The indicator dots on this control are not very large but this slight fault is taken care of by a red arrow head that appears in the viewfinder field (bottom right-hand corner) when the filter is "out."

Disc stops

The lower knob is the aperture control and is scaled 1.8, 2.8, 4, 5.6, 8, 11 and 16. It is linked to a disc with a series of holes corresponding to the selected aperture instead of the conventional bladed iris (half-stop settings are thus not possible). The loading side of the camera has a hinged die-cast door with a press-button latch on the top edge. The cartridge area is uncluttered and insertion of a film load presents no difficulties.

Almost on the centre line of the top panel and slightly towards the rear of the camera is the press bar release; a good feature is the sliding lock plate to prevent accidental operation.

The rear-end face of the Halina Super 8 has the viewfinder eyepiece at the top left-hand corner (this is very easy to use "right-eyed" as the operator's nose then lies along the left-hand side of the body; but not quite so convenient for those who normally use the left eye). Below the viewfinder eyepiece at the bottom left-hand corner of the body is the compartment for the battery container.

This is moulded from black plastic and has a metal end panel; it is about 4½ in long and 1¼ x ¾ in in cross-section with one of the long edges radiused. By this simple design it cannot be inserted into the camera body incorrectly. A longitudinal rib acts as a second check. The container has a lid retained by a spring catch and holds four HP7 batteries.

Although the instruction leaflet clearly recommends (in capital letters) that when the camera is not in use the batteries should be removed from the camera and container, users may still forget this sensible precaution. But, should there be any deterioration in the batteries, it is likely that it will be confined to the moulded container and not spread into the camera

mechanism . . . the replacement of the container should be less costly than an overhaul of the camera itself.

The other long side of the camera body has a narrow panel on which is printed a series of lighting conditions from "Bright Sun" to "Open Shadow" with the corresponding suggested aperture settings. The footage counter, working backwards from 50 ft, is seen through a small rectangular window below this panel.

The underside of the camera is fitted with a tripod bush which projects by the same amount as the roll of the loading-door hinge; in addition, there is a small projecting pin towards the rear of the camera base to ensure that the camera will sit level on a flat surface.

The pistol grip is moulded from black plastic and projects about 3½ in from the base of the camera. It is retained by a large milled-headed disc and screw and located by a small projecting pin which goes into the hole to which reference has just been made. In cross-section it is about 1¼ x ¾ in, with moulded finger recesses, so that it fits quite a small hand . . . this is important, for too many pistol grips are clumsy to hold due to their shape and large size. The bottom of the grip is flat, parallel to the top, and incorporates a second metal tripod bush.

If the camera is held with the pistol grip in the right-hand, as would usually be the case, then the left hand falls naturally over the top of the body of the camera with the press-bar release under the index finger. This is not only a very comfortable way in which to hold the camera "in the hand" (although a pan-and-tilt tripod is really to be desired to obtain absolutely steady pictures) but should ensure that the screened picture does not move about too wildly.

The camera is provided with a soft translucent lens cap, and although this

is to be commended there is a potential danger as well. One of the great advantages of "through-the-lens" viewfinding is that it is not possible to leave the lens cap on. It would be a very simple matter to add a projecting lug to this cap (as was done in some cases in the past) so that this lug could be clearly seen in the viewfinder opening and act as a warning to remove the cap before starting to film.

A series of practical tests was made with this camera, using a standard Kodachrome II Super 8 cartridge, KA 464 P, first on a test chart provided with additional horizontal and vertical bars (to check "bounce" (vertical unsteadiness) and "weave" (horizontal unsteadiness, or side-to-side movement) in the gate of the camera. The second set of tests were ordinary outdoor scenes in bright and hazy sunlight using the exposure guide on the side of the camera.

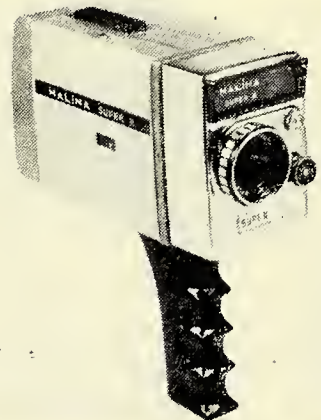
All of the results were good; no trouble whatever was experienced in running the film through the camera and the general quality was rather better than normal for this price class of equipment.

Dual-gauge sound projector with transistors

Eumig have announced the Mark S 712D cine projector (£110 15s 5d), which takes Super 8, Single 8 and standard 8 sound films. It is fitted with an f/1.6, 15-27 mm zoom lens and in general design is close to the Mark S 712, which takes Super 8 and Single 8 only. The circuit uses transistors in place of valves and the balance when superimposing sound is set manually instead of being automatic. Otherwise the specification is similar to that of the other dual-gauge sound model, the 709. (Johnsons of Hendon Ltd, 335 Hendon Way, London NW 4.)

Halina Super 8 cine camera

FILM SIZE	Super 8
MANUFACTURER	Made in Hong Kong
DISTRIBUTOR	J. J. Silber Ltd, London EC 1
LENS	15-mm f/1.8
SHUTTER	Single filming speed, 18 frames per sec
FEATURES	Simple operation; rugged construction with all-metal body
ACCESSORIES	None. Pistol-grip included with camera
DIMENSIONS	6½ x 3⅝ x 2⅝ in (165 x 93 x 60 mm)
WEIGHT	30 oz (850 g)
DATE OF REVIEW	January 3, 1970
RECOMMENDED	£16 19s 6d (includes
RETAIL PRICE	£4 2s 7d purchase tax); carrying case extra at £2 19s. (includes 14s 4d purchase tax)



MARKET NEWS

Bismuth again dearer

London, December 31, 1969: Buyers of pharmaceutical chemicals are faced with a series of price rises at the beginning of 1970. Bismuth salts are again marked up by approximately 30s to 40s kg as to the salt.

Many of the expensive alkaloidal salts have been substantially increased—they include atropine, homatropine, hyoscyne and hyoscyamine.

Oleic acid BP has advanced £30 ton because of a considerable rise in the price of tallow as basic raw material for olein.

Aloin has risen by 11s 6d kg. Also dearer per kg are chloral hydrate (by 3s), pyrogalllic acid (7s 6d), amphetamine base (10s), menaphthone sodium bisulphate (5s) and paracetamol (3s).

A near doubling of antimony prices has caused the makers of antimony trichloride to withdraw their prices. Against the trend narcotine has fallen by 40s kg.

The firm tone in menthol was maintained as Chinese material was unobtainable on the spot and Brazilian advanced 1s 3d lb. The Tanzanian government was reported to have taken over the distribution of their cardamom exports; spot prices were thereupon withdrawn to await clarification of the position. Gentian was firmer by 15s cwt, cif and witch hazel leaves by twopence lb. Easier were Costa Rican ipecacuanha and Canadian senega (each by sixpence lb) and podophyllum and quillaia (by 5s cwt).

Hand-picked Alexandria senna pods are virtually cleared on the spot. Shipments of Tinnevely pods and leaves from Tuticorin during November 1969 were:

	UK tons	USA tons	Europe tons
Senna leaves	3	89	120
pods	—	—	50

Among essential oils spot Brazilian peppermint was nominal as shippers at origin raised their price by 1s lb; Chinese was sixpence lb dearer on the spot. Forward lemongrass was up by 2s kg and Chinese citronella by sevenpence.

Pharmaceutical chemicals

Aloin: 50-kg £5.9/kg.

Amphetamine: Base 160s per kg in 5-kg lots; sulphate 120s; Dexamphetamine 270s per kg for 10 kg.

Amylobarbitone: BPC 68s 6d kg for less than 100-kg lots; sodium 78s 6d.

Atropine:—(500-g lots per kg) alkaloid and methonitrate £65.2; methylbromide £64.2; sulphate £52.9 Bismuth salts: Per kg.

Quantity (kg)	under 50	50	250
	s d	s d	s d
carbonate	190 9	189 0	188 0
salicylate	150 0	148 0	—
subgallate	147 0	145 0	—
subnitrate	173 0	171 0	170 0

Chloral hydrate: 50-kg lots 14s kg.

Cinchocaine hydrochloride: 850s kg.

Cocaine: 35-oz lots hydrochloride 115s per oz; alkaloid 126s oz. Subject to DDA.

Cyclobarbitone: Under 25 kg 75s per kg; calcium 75s kg.

Homatropine: (500-g lots per kg); Alkaloid £59.1;

hydrobromide £46.75; hydrochloride £55.3; methylbromide £48.65; sulphate £57.25.

Hyoscyne hydrobromide: £314.25 kg.

Hyoscyamine sulphate: 100-g lots £59 kg.

Menaphthone sodium bisulphate: 72s per kg.

Methadone hydrochloride: Subject to D.D.A. regulations 2s 6d per g for 100-g lots.

Methylphenobarbitone: BPC 78s 3d per kg for under 25-kg lots.

Narcotine: Alkaloid and hydrochloride 260s kg for 25 kg.

Oleic acid: BP is £201 ton delivered.

Opiates: (per kg) subject to D.D.A. Regulations:

	1 kg and over	Under 1 kg
	s d	s d
Codeine		
alkaloid	2,225 0	2,260 0
hydrochloride	1,957 0	1,992 0
phosphate	1,709 0	1,744 0
sulphate	1,957 0	1,992 0
Morphine		
acetate	2,046 0	2,081 0
alkaloid	2,469 0	2,504 0
hydrochloride	2,063 0	2,098 0
sulphate	2,063 0	2,098 0
tartrate	2,416 0	2,451 0
Ethymorphine		
alkaloid	2,540 0	2,575 0
hydrochloride	2,204 0	2,239 0
Diamorphine		
alkaloid	2,417 0	2,452 0
hydrochloride	2,222 0	2,257 0

Paracetamol: 250-kg £1.25 kg.

Pentobarbitone: Less than 100-kg lots 93s per kg for acid and 98s for sodium.

Pethidine hydrochloride: Subject to D.D.A. regulations, 5-kg lots are 300s kg.

Phenobarbitone: 50-kg lots 66s per kg; sodium 76s.

Phthalysulphathiazole: 50-kg lots, 34s.

Pholcodine: 8-oz lots 91s 6d per-oz (3,227s per kg).

Pilocarpine: 1-kg lots hydrochloride £68.95;

nitrate, £67.7.

Pyrogalllic acid: Photo' crystals in 50-kg lots

£3.9 375 kg.

Quinalbarbitone: Sodium and acid are 99s per kg for less than 25-kg lots.

Succinylsulphathiazole: 5-kg lots, 46s per kg; 50-kg 45s kg.

Sulphacetamide: 50-kg lots, sodium 41s kg.

Sulphadimidine: 50-kg lots are 43s kg.

Sulphaguanidine: 100-kg lots 19s 6d kg.

Sulphamerazine: In 50-kg lots 40s 6d per kg.

Sulphamethizole: BP 50-kg 80s.

Sulphanilamide: No offers.

Sulphapyridine: 5-kg lots, 120s per kg.

Sulphaquinoxaline: B Vet C in 50-kg lots, acid 81s 6d kg; sodium 91s.

Sulphathiazole: 100-kg 40s 6d per kg; 50-kg 41s 6d.

Crude drugs*

Cardamoms: (Per lb) Alleppy green 38s lb, cif, Gentian: Spot 390s; 375s cwt, cif.

Ginger: (cwt) Nigerian peeled 440s, split 425s.

Jamaican No. 3, 830s spot. Sierra Leone 575s.

Gums: (Per cwt) Acacia: Kordofan cleaned sorts 265s spot; 253s cif. Karaya: No. 2 f.a.q. 445s; 425s, cif. Tragacanth: No. 1 spot £300, No. 2 £275.

Menthol: (lb) Chinese spot nominal; 46s 6d, cif. Brazilian 29s spot; 28s 6d, cif.

Podophyllum: Emodi 395s cwt spot; 335s, cif.

Quillaia: Spot 370s cwt; 335s, cif.

Senna: (lb) Tinevely; No. 3 f.a.q. leaves 1s 4d; pods; hand picked, 2s 2d; manufacturing 1s 8d.

Alexandria hand-picked pods scarce at 7s to 9s; manufacturing 2s 3d.

Senega: Canadian 27s 6d; shipment 27s, cif. Japanese 20s in bond; 18s, cif.

Witch hazel leaves: 5s lb spot; 4s 10d, cif.

Essential oils*

Anise: Chinese 15s 6d lb spot; 14s 10½, cif.

Bois de Rose: Brazilian 41s kg spot; 39s, cif.

Camphor, white: Spot 7s 6d kg, duty paid; 6s 6d, cif.

Citronella: Ceylon 7s 3d per lb spot; 7s, cif. Chinese 7s 1d in bond; 7s, cif.

Clove: (lb) Madagascar leaf 11s 9d, in bond; 11s 3d, cif. English distilled bud 310s, kg.

Lemongrass: Spot 61s kg; 60s, cif.

Peppermint: (lb) Arvensis. Chinese 13s 6d spot; 13s 6d, cif. Brazilian spot nominal; April-May shipment 13s 3d, cif. American Piperit a 35s 6d to 40s cif

*Prices obtained by importers or manufacturers ex warehouse for bulk quantities.

COMING EVENTS

Monday, January 5

Northampton Branch, Pharmaceutical Society, Cripps medical centre, Northampton General Hospital, at 8 pm. Mr J. K. Crellin on "Pharmaceutical and medical antiques—collecting and investing."

Tuesday, January 6

East Metropolitan Branch, Pharmaceutical Society, Medical education centre, Whipps Cross Hospital, London E11, at 8 pm. Glaxo film evening.

Institute of Pharmacy Management, Bonnington Hotel, Southampton Row, London WC1, at 7.30 pm. Annual meeting.

Liverpool Branch, Pharmaceutical Society, School of Pharmacy, Liverpool Regional College of Technology, at 8 pm. Postgraduate course. "Recent advances in pharmaceutical sciences" (fee, £2 10s); Mr W. Marlow on "The biochemical mode of action of drugs."

North Staffordshire Branch, Pharmaceutical Society, North Staffordshire Medical Institute, Hartshill, Stoke-on-Trent, at 7.45 pm. Dr R. C. Maddison on "The problems of cosmology."

Pharmaceutical Society of Great Britain, Chelsea College, Manresa Road, London SW3, at 9.30 am. Symposium on "Gas-liquid chromatography of natural products."

Wednesday, January 7

Birkenhead Branch, Pharmaceutical Society, Victoria Hotel, New Brighton, at 8 pm. Carnival dance.

Dundee and Eastern Scottish Branch, Pharmaceutical Society, Invercarse Hotel, Dundee, at 7.30 pm. Dinner and dance.

Hastings Branch, Pharmaceutical Society, De La Warr Pavilion, Bexhill-on-Sea, at 8 pm. New Year party.

Pharmaceutical Society of Great Britain, 17 Bloomsbury Square, London WC2, at 7 pm. Miss Joan M. McAllister (physicist in charge of radio-isotope department, St Bartholomew's Hospital) on "Use of radioactive nuclides in diagnostic procedures."

South-west Metropolitan Branch, Pharmaceutical Society, 211 Balham High Road, London SW17, at 7 pm. New year dinner.

West Metropolitan Branch, Pharmaceutical Society, Great Western Hotel, Paddington Station, London W2, at 7.45 pm. Mr J. Wright on "It could happen to you" — review of the work of the Chemist Defence Association.

Thursday, January 8

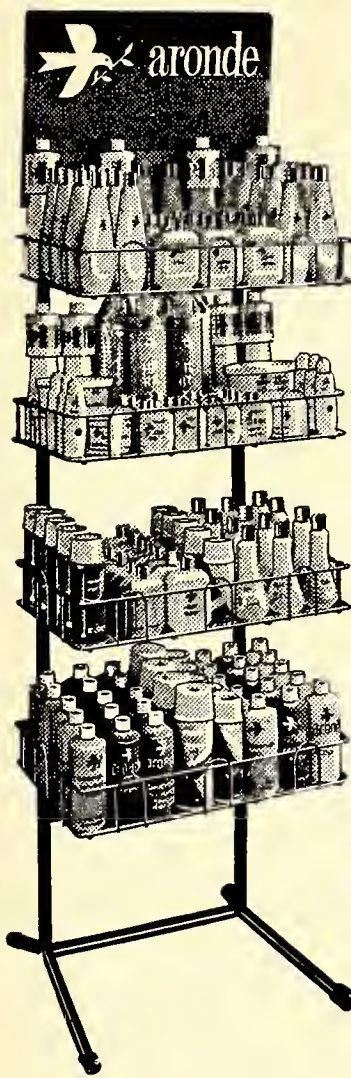
Blackpool Branch, Pharmaceutical Society, Imperial Hotel, Blackpool, at 7.45 pm. Mr John Budd on "The duties of a coroner."

Hounslow Branch, Pharmaceutical Society, Sun Hotel, Hanworth Road, Hounslow, at 7.45 pm. Mr K. C. Biggs on "The drug treatment of rheumatic disease" (film lecture).

Huddersfield Branch, Pharmaceutical Society, Spotted Cow Hotel, Salendine Nook, Huddersfield, at 7.45 pm. "Decimalisation" presentation by National Cash Register Co Ltd.

Thames Valley Pharmacists' Association, Winthrop House, Surbiton, at 8 pm. Mr H. Cook on "The gardens at Hampton Court."

Royal Society of Health, Pharmaceutical Group Luncheon Club, Cafe Royal, Regent Street, London W1, at 12 noon. Mr Harold Davis (former chief pharmacist, Ministry of Health) on "A personal view of medicines legislation."



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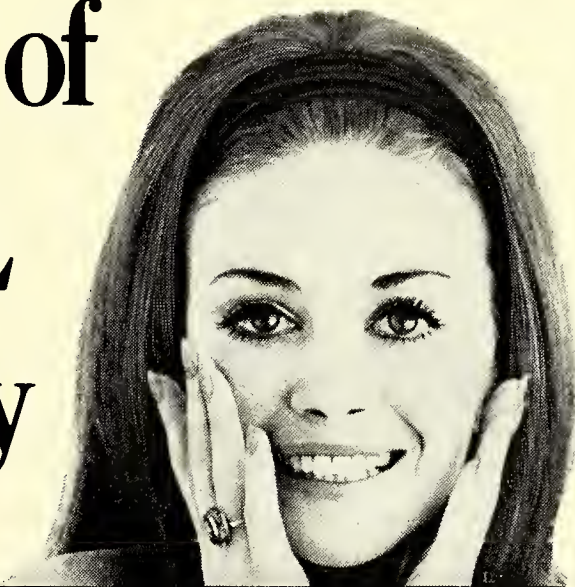
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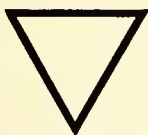
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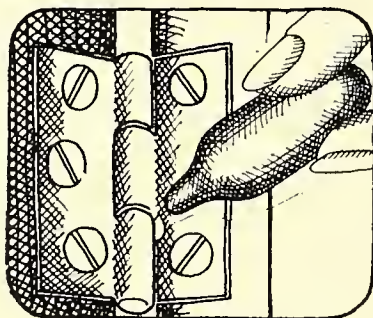
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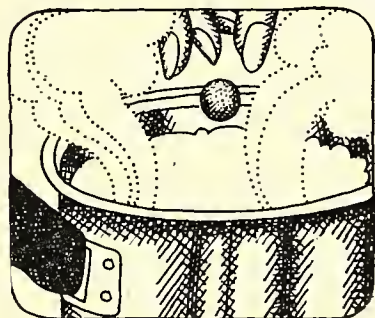
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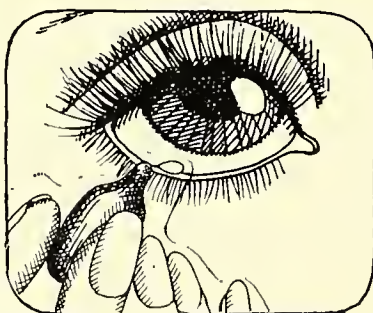
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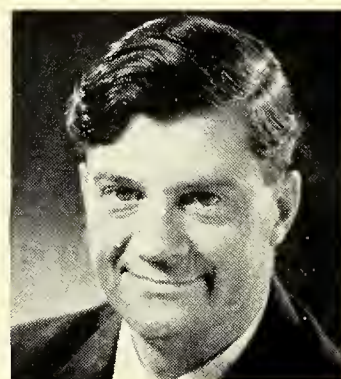
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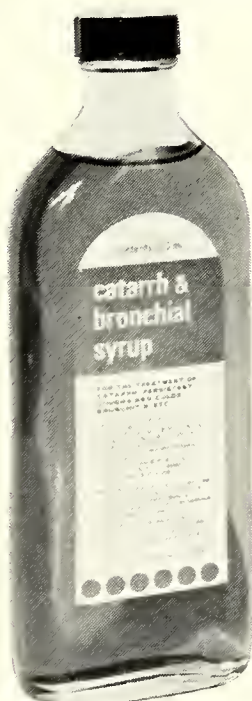
An Important Announcement from Cox of Brighton

The Weights and Measures (Equivalents for dealing with Drugs) Regulations 1969 come into force for manufacturers on January 1st 1970, for wholesalers April 1st 1970 and for retailers on January 1st 1971, after which dates it will be illegal to supply drugs in Imperial measure.

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mentioned regulations make it desirable in our opinion that "over the counter" products should follow suit.

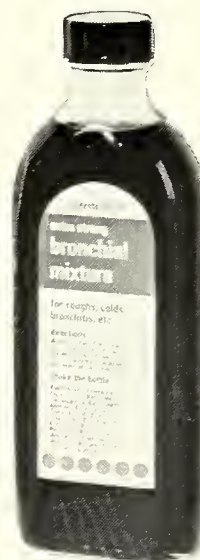
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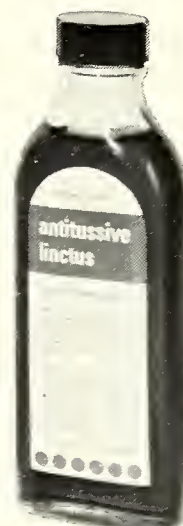
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150 millilitres



100 millilitres

	New size	Old size
Antitussive Linctus	100 ml.	55 ml.
Bronchial Balsam	150 ml.	110 ml.
Bronchial Mixture E.S.	150 ml.	170 ml.
Catarrh & Bronchial Syrup	150 ml.	110 ml.
" " "	300 ml.	225 ml.
Children's Cherry Cough Syrup	100 ml.	70 ml.
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